PRICE 25 CENTS

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

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GENERAL MOTORS BUILDING
3044 WEST GRAND BLVD
DETROIT 2, MICH.

A 1949 News Item Published in 1924!

PUBLIC LIBRARY
MAY 3 1949
DETROIT

The April, 1924, Prairie Farmer carried the following news in its radio column:

"... station WLS. Special programs for farmers are broadcasted at noon and evening.
Every Saturday night is barn dance night. The music for these dances will be broadcasted from eight to 12."

APRIL 12, 1924, WLS began its policy of service and down to earth entertainment, as reflected in these 1924 news items. Dinner Bell Time, America's oldest farm service program—Homemaking programs—the one and only WLS National Barn Dance—market services—weather—WLS pioneered them all in 1924—continues them in 1949 . . . but all constantly improved to meet the growing needs of Midwest America.

1924—1949—25 years of service and entertainment

A Clear Channel Station

WLS CHICAGO 7 The PRAIRIE FARMER STATION

890 KILOCYCLES, 50,000 WATTS, AMERICAN AFFILIATE. REPRESENTED BY JOHN BLAIR AND COMPANY.

McCLATCHY BROADCASTING COMPANY

There's an easier way to sell New England merchants

Inadequate radio coverage is like giving a salesman so much territory to cover that he has to operate from a telephone booth.

Buying Yankee home-town stations is one way to have enough local salesmen always on the job to keep customers sold and dealers happy.

Yankee home-town stations spotted all over New England give you a ready-made sales force to cover all markets in this six-state area. They serve local merchants, banks, utilities and they have the audience for Yankee and Mutual programs that assures consumer attention for your message.

With Yankee you can tell your story to everybody in any given area. No blank spots in the map. You get complete penetration of every market everywhere.

Buy Yankee's 24 home-town stations to have enough salesmen for the network job needed in New England.

Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS. Represented Nationally by EDWARD PETRY & CO., INC.

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BROADCASTING at deadline

Closed Circuit

WITH VIEW toward tightening operations, NBC hopes to pare about $1 million from current operating overhead, but not in programming or exploitation. During last several weeks budget meetings have been held in New York under chairmanship of Joe H. McConnell, v. p. in charge of finance of parent RCA, with department heads and owned and operated station managers called in to justify estimates.

REVISE that TV "unfreeze" schedule again and add new prospect. FCC Comr. George E. Sterling, taking over coordination of TV work, reportedly is shooting for FCC action by August. In view of necessary notice, hearings, etc., this would mean resumption of normal licensing about October or November at earliest. If hearings are protracted, it could be much later. New feature: Comr. Sterling hopes VHF-UHF actions can come simultaneously.

LOOK magazine, which stirred up kilocycle cauldron with recent blast by M. H. Aylesworth who predicted doomsday for "ear" radio in three years, intends to turn other cheek. Upcoming is an article jointly authored by James Lawrence Fly, fiery former FCC chairman now practicing law in New York and Washington, and Edgar Kobak, ex-MBS president who is pretty handy with quill in his own right.

BOTH BMB and NAB headquarters last weekend exuded optimism on success of campaign to procure waivers from station subscribers on cancellation clause in BMB contract. As of Friday, 320 waivers from present subscribers were in hand on basis of initial letter solicitation and excluding new subscribers who had agreed to waivers. Second letter goes out this week in hope of lining up majority of 540 old subscribers.

WHILE ALL was relatively quiescent on FCC-Congress front last week following blast of Chairman Ed Johnson of Colorado against FCC, it's evident Senate committee head expects his allegations to be answered. He recorded excerpts from his charges for distribution among stations by anti-clear channel leaders and copies of complete talk were sent all broadcast stations by Interstate Commerce Committee. By Friday, 55 stations and individuals had written Sen. Johnson, mostly in commendation. FCC Chairman Coy conferred with him Thursday, presumably in connection with attack.

REPLACEMENT for Walter Winchell (ABC, Sundays 9-9:15 p.m.) on behalf of Kaiser-Frazer, still in discussion stage at William Weintraub agency. Considering use of top-name guest stars (Crosby, Jolson, Hope, Burns & Allen, Berle, Sinatra, Tony Martin), to feature music, comedy or star's specialty. Replacement to be mid-July for seven weeks.

IF President Truman nominates Commodore E. M. Webster for new seven-year term on FCC, as now seems likely, it will have un-

(Continued on page 82)

Upcoming

May 2-4: Radio Farm Directors sessions, Raleigh Hotel, Washington.
May 5-8: Institute for Education by Radio, Ohio State U., Columbus, Ohio.
May 6-7: Florida Assn. of Broadcasters, Ponte Vedra Hotel, Jacksonville, Fla.
May 11: NAB Broadcast Advertising Bureau Committee, NAB Hdqrs., Washington.
May 12-14: Georgia Radio Institute, Henry W. Grady School of Journalism, U. of Georgia, Athens.

(Other Upcomings on page 48)

Bulletins

WARNER BROS. virtually withdrew from television Friday, attributing action to delay of FCC in acting on its purchase of KLAC Los Angeles (see story page 61). Warner has dropped TV application in Chicago, UHF TV experimental application for Los Angeles, and all TV theatre plans. Bid for KLAC, KLAC-TV, and KYA San Francisco is contractual and still stands, but contract due to expire Aug. 1.

NABET AND NETWORKS CONTINUE NEGOTIATIONS

NABET and NBC-ABC negotiators recessed New York contract dickering at 5:45 p. m. Friday, with 10 a. m. meeting slated Saturday morning (after BROADCASTING went to press).

Both sides hopeful strike would be avoided but networks were prepared to continue operating with non-union help if NABET walked out. Contracts expired at midnight Saturday [BROADCASTING, April 25].

NABET mailed strike ballot Wednesday night and expected to have vote Saturday. Two-thirds approval required for strike call. WOR New York and WOIC (TV) Washington also involved in negotiations along with network o & o stations.

John R. McDonald, NABET president, and Clarence Westover, executive secretary, said chances were no strike would be called as long as negotiations continued.

TEXAS TO DETROIT

WJBK-TV Detroit and KLEE-TV Houston getting stacks of reports from Detroit televiewers who watched baseball telecast from KLEE-TV, 1,300 miles away. Signal came into Detroit at 11 p.m. Wednesday. It was described as about 80% clear with occasional fading. After game Detroit viewers saw KLEE-TV signoff pattern with slogan, "The Eyes of Texas Are Upon You."

NBC APPOINTS BEVISH

CHARLES C. BEVISH, manager of WNBK (TV) Cleveland, appointed director of NBC owned and operated television stations, effective today (May 2).

Business Briefly

MEEKER NAMED ● WGKV Charlest... W. Va., NBC affiliate, has appointed Robe... Meeker Assoc., New York, as exclusive n... tional sales representative, effective immedi... ately.

UNION SPONSORS ● Textile Workers Un... ion of America (CIO) sponsoring *From Whe... We Came* on ABC May 14, 8:30-9 p.m., t... mark union's tenth anniversary. Agency, Fr... man, Feiner & Co., New York.

DRAMA SERIES MOVES ● *Studio O...* CBS-TV series, to be sponsored effective Ma... 11 by Westinghouse Electric Corp. [CLOS... CIRCUIT, April 4]. Program moving from Su... days, 7-8 p.m. (twice monthly), to Wedne... days, 10-11 p.m. Agency, McCann-Erickso...

1950 NAB CONVENTION PLA... FOLLOWS 1949 PATTERN

DATES for NAB Engineering and Manag... ment Conferences in 1950 parallel 1949 pr... gram. Engineering meeting opens at Steve... Hotel, Chicago, Wednesday, April 12, with re... istration, followed by meetings Thursday, Fr... day and Saturday, according to present plan...

Management portion of convention ope... with registration Sunday, April 16, with me... ings scheduled Monday, Tuesday and Wedne... day. Noon adjournment planned Wednesd... Exhibition of equipment and services plann... April 13-18 inclusive. Banquet scheduled Tu... day night. Time of unaffiliated meeting ... set.

ASCAP RE-ELECTS AHLERT

FRED E. AHLERT, composer, re-elected pre... dent of ASCAP at annual directors meetin... Other officers elected were Saul H. Bour... publisher, vice president; Otto A. Harba... writer, vice president; George W. Meyer, co... poser, secretary; Louis Bernstein, publish... treasurer; Donald Gray, publisher, assista... secretary; Frank H. Connor, publisher, a... sistant treasurer. Mr. Ahlert, first elected pr... ident last year, has been ASCAP board memb... since 1933. ASCAP membership now includ... 2,041 writer members and 361 publisher me... bers.

RUSSIAN-JAMMED VOICE BOOSTS MOSCOW SCHEDULE

STATE DEPT. stepped up Russian-langua... broadcast schedule to 24 hours daily, count... ing Russian jamming attempts last week ... Voice of America programs. Soviet operatio... utilizing an estimated 50 transmitters, h... completely blacked out regular 1½-hour tra... missions to Moscow area, as well as Vo... transmitters at U. S. sources, engineers ... closed.

Transcriptions of regular programs to M... cow were continuously repeated through... Thursday to elude jamming, Charles ... Thayer, chief of State's International Bro... casting Division, announced Friday. Ad... tionally, engineering measures were be... taken to push through Russian Iron Curta... with efforts partly successful, he said.

This Is Why

KRLD

Is Your Best Buy

1st. Again

HOOPER RATINGS
FOR FEBRUARY
AND MARCH

Show

KRLD

has MORE listeners in
DALLAS than any other
station between:

6:00 P. M. to 10:30 P. M.
8:00 A. M. to 12 NOON
SUNDAY, 12 NOON to 6:00 P. M.
SATURDAY (All Day) 8:00 A. M. to 6:00 P. M.

50,000 *Watts*
DAY *and* NIGHT
Studios:
DALLAS
FORT WORTH

KRLD

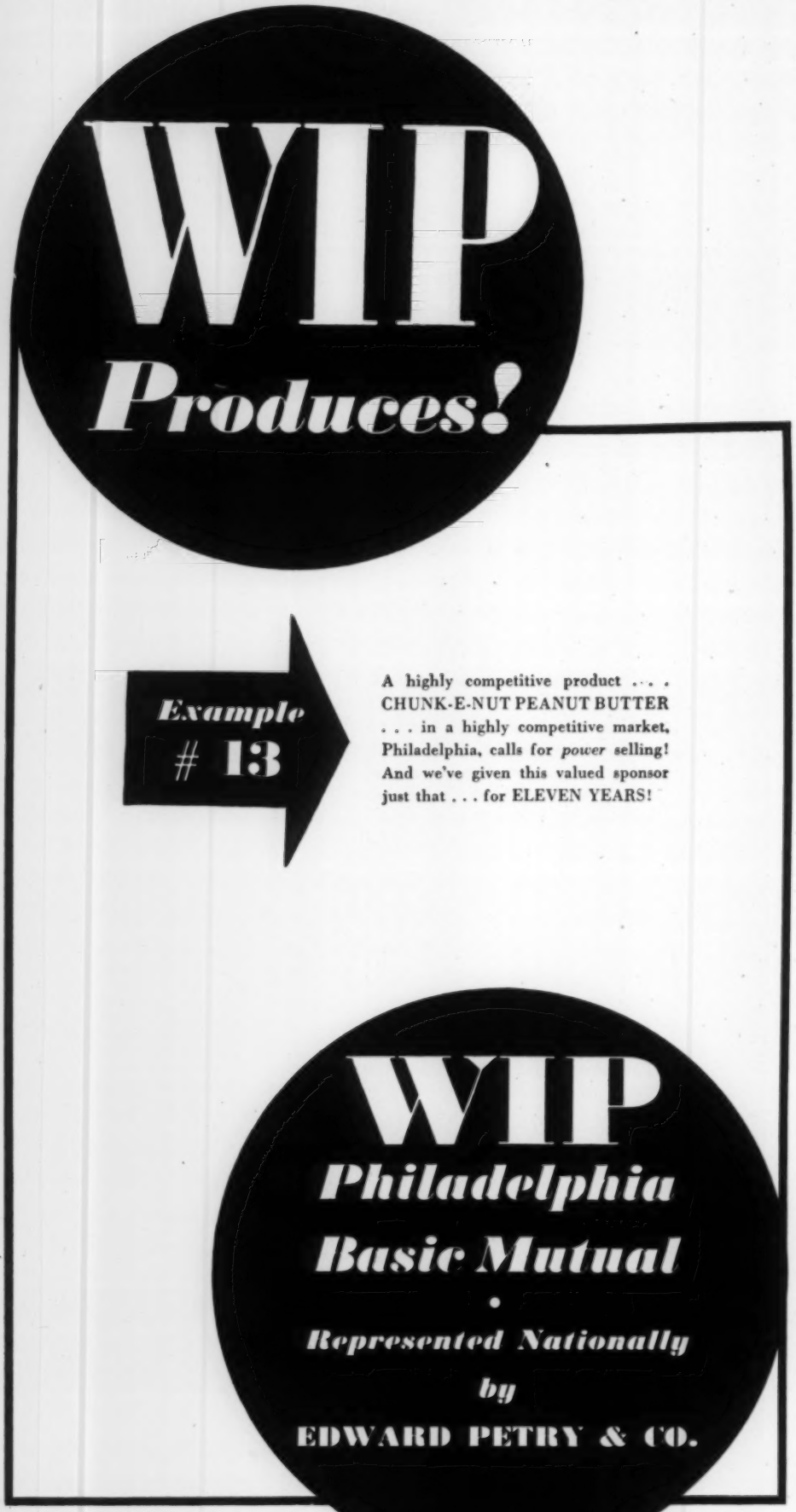
The TIMES HERALD *Station*

TOTAL BMB DAY
692,670 *Radio Families*

THE BRAHAM COMPANY, *Exclusive Representatives*

★ CBS ★

TOTAL BMB NIGHT
842,560 *Radio Families*


WIP
Produces!
Example
13
A highly competitive product . . . CHUNK-E-NUT PEANUT BUTTER . . . in a highly competitive market, Philadelphia, calls for *power* selling! And we've given this valued sponsor just that . . . for ELEVEN YEARS!
WIP
Philadelphia
Basic Mutual
•
Represented Nationally
by
EDWARD PETRY & CO.

BROADCASTING
TELECASTING

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First issue of the month: AM Network Showsheet
Second issue: Network Boxscore; Public Interest
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

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EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Gloria Berlin, Betty R. Stone.
Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *Advertising Director;* Marjorie Dorrance.

CHICAGO BUREAU
360 N. Michigan Ave., Zone 1, CEntral 6-4115
William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU
Taft Building. Hollywood and Vine, Zone 28. HEmpstead 8181
David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO
417 Harbour Commission Bldg. ELgin 0775
James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Patent Office

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Subscription Price: $7.00 Per Year, 25c Per Copy

WGN is better than ever!!

CHICAGO RADIO IS BETTER THAN EVER!

Yes . . . every day of the week . . . morning, noon or night . . . Chicago radio is increasing in value. Each time segment in 1948 was a better buy than in 1947 and '47 was better than '46.

Radio is reaching more customers, and reaching them for longer periods of time.

Yes . . . WGN *is* a better buy! WGN delivered 1,000 homes in 1948 for only 88 cents as compared with $1.11 in 1946.*

Here's the proof:

% HOMES USING RADIO PER QUARTER HOUR*
OCTOBER — NOVEMBER

	1946	1947	1948
All Nights (6:00-11:00 PM)	36.1%	34.7%	37.2%
Sunday (8:00 AM-6:00 PM)	26.3	26.6	28.0
Monday-Friday (6:00 AM-6:00 PM)	21.8	24.7	28.0
Saturday (6:00 AM-6:00 PM)	21.4	24.2	24.7

*Data from Nielsen Radio Index

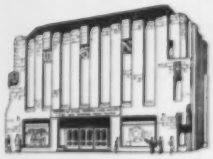
Good reasons why we say — ***Better buy radio . . .*** **Better Buy WGN!**

More people listen to WGN each week than any other Chicago station

A Clear Channel Station . . .
Serving the Middle West

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial



MBS

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4

"Any advertiser can and most advertisers should use **SPOT RADIO**"

"RUBBER HEELS AREN'T ALL THE SAME
ASK FOR GOODYEAR HEELS BY NAME"

Sound advice Mr. Goodyear - and here is more that's just as sound.

MARKETS ARE NOT ALL THE SAME CHOOSE THE ONES YOU WANT BY NAME.

And that's just what Goodyear and hundreds of other far-sighted national advertisers are doing. They use SPOT RADIO when and where and how they want it.

You, too, can adapt this most flexible form of powerful radio to your special requirements. Why not start now? Why not, as Goodyear says: "STEP ON IT"!

●

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO
DALLAS • ATLANTA • BOSTON

SPOT RADIO LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas / Ft. Worth	NBC / ABC
WJR	Detroit	CBS
KARM	Fresno	ABC
WONS	Hartford	MBS
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell-Lawrence	MBS
WTMJ	Milwaukee	NBC
KSTP	Mpls.-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
WIP	Philadelphia	MBS
WMTW	Portland, Me.	MBS
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	ABC
WOAI	San Antonio	NBC
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
WAGE	Syracuse	ABC
KVOO	Tulsa	NBC
WSAU	Wausau, Wisc.	NBC
WWVA	Wheeling	CBS
KFH	Wichita	CBS
WAAB	Worcester	MBS

THE YANKEE AND TEXAS QUALITY NETWORKS

TELEVISION

ATLANTA ——— WSB-TV
BALTIMORE ——— WBAL-TV
BOSTON ——— WNAC-TV
BUFFALO ——— WBEN-TV
LOS ANGELES ——— KFI-TV
MILWAUKEE ——— WTMJ-TV
M'P'L'S-ST. PAUL — KTSP-TV

EDWARD PETRY AND CO. INC.

THESE
5 Stations
Build Sales
for You . . .

WORK
York, Pa.
Established 1932

WGAL
Lancaster, Pa.
Established 1922

WRAW
Reading, Pa.
Established 1922

WKBO
Harrisburg, Pa.
Established 1922

WEST
Easton, Pa.
Established 1936

REPRESENTED BY ROBERT
MEEKER
ASSOCIATES
New York • Chicago
San Francisco • Los Angeles
AFFILIATES
STEINMAN STATIONS

Feature of the Week

PROGRAMS which have both commercial value and international appeal perhaps leave little to be desired, but when public service features encompass these two qualities—the result is sure-fire and worthy of adoption. At least that's the hope of Ernie Brevik, public service director of WDAY Fargo, N. D., originator and conductor of the annual "Parade of Pennies" drive for CARE.

Mr. Brevik

Mr. Brevik, who chats informally with his listeners each weekday morning from 11 to 11:10 on topics of general interest, has spent a good deal of time since November 1947 interesting dial-tuners in "adopting" needy European families. He noted that adults were receiving assistance through various organizations and programs—but what about some of the underprivileged children, he asked himself? Especially with Christmas then approaching? The questions posed some problems, but in them lay the germ of an idea.

On his broadcasts, the WDAY director suggested that if each listener sent in "only a few pennies," the pool would amount to quite a bit. The money was to be sent to CARE to buy food parcels for Europe's undernourished children, he explained.

The response was immediate and astounding. Pennies—sugar sacks and boxes full—literally poured in from thousands of listeners, with contributions ranging from three cents to $30. The campaign (on this one show only) lasted two weeks, and when the money was counted, Mr. Brevik found he had collected nearly $1,700.

The money was sent to CARE with instructions that only European children were to derive benefits.

After Christmas "thank you" letters poured in from abroad—

(Continued on page 63)

10,000 WATTS IN KANSAS
WHB AM FM
DON DAVIS, President
JOHN T. SCHILLING, Gen. Mgr.
Represented by
JOHN BLAIR & CO.
MUTUAL NETWORK • 710 KILOCYCLES • 5,000 WATTS

On All Accounts

ALTHOUGH essentially an artist, Kai Jorgensen finds little time these days to draw anything except conclusions.

But that is the price an executive must pay, the chairman of the board of Hixson & Jorgensen Inc., Los Angeles, has discovered.

One of the most important jobs to come under his supervision is the Richfield Oil Corp. account, whose *Richfield Reporter*, now on ABC, is enjoying one of the longest single sponsored runs in radio.

With the agency on and off since 1937, Kai first joined as art director, when it was Hixson-O'Donnell. In 1941, deciding it would be nice to have his own art studio, he removed his easel to an office across the street in a building occupied by several other artists.

Five months later, when the United States went to war with Japan, he helped organize a voluntary camouflage unit from the group of artists and drew up a plan for camouflaging buildings engaged in war production and submitted it to the government. Impressed with the plan, the government offered him and the other artists jobs in the U.S. Engineers camouflage unit in Los Angeles, with Kai being made what he says was "chief camoufleur."

KAI

After 26 months of "landscaping" the sides and roofs of several airplane factories in Southern California, Kai left to join Lockheed Aircraft as catalog illustrator.

In 1947, after a short while there, he was back at Hixson-O'Donnell taking up his brush again as art director. Later that year he acquired the stock of G. K. Britenstein, then chairman of the board, becoming a principal in the agency. Upon the retirement the following year of Julian O'Donnell, Kai and Robert Hixson, president of the agency, purchased Mr. O'Donnell's share, with the name being changed to Hixson & Jorgensen Inc.

Kai first greeted the world from Valley City, N. D. Before he had time to decide whether or not he liked it there he was whisked off, in diapers, as he remembers, to Spokane. After Spokane came Portland. And, before the family finally roosted in Los Angeles, the young Jorgensen had received his grammar school education in Berkeley, his high school diploma in Oakland, and a

(Continued on page 20)

for
NETWORK
CALIBRE
PROGRAMS

. . . at local
station cost

See your station
representative or write

LANG-WORTH
feature programs, inc.
113 W. 57th ST., NEW YORK 19, N. Y.

How many birthday candles?

59?

35?

58?

70?

13?

100,000?

For the WOWO "Home Forum," *13* is the answer! May 2 is the birthday date! And with each passing year, the WOWO "Home Forum's" Jane Weston becomes more and more familiar to women in the *59* Midwestern counties in WOWO's BMB area.

What an area this is, too! In Fort Wayne alone, there are well over *100,000* people.. but that's only 5.8% of the area total Many of the Forum's listeners are farm folk.. representative of the progressive, ready-buying farm market. 70% of these farm homes are electrically equipped (national average: 46.3%). 35% of them have running water (national average: 28%). 58% have telephones (national average: 31.5%).

For information on the exceptional sales performance of the "Home Forum" program (1 to 1:30 PM Monday thru Friday) check with Paul Mills at WOWO, or with Free & Peters.

FORT WAYNE
ABC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc
KYW • KDKA • KEX • WBZ • WBZA • WOWO • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

WOWO

The Patroon* of the week

HOLLY SHIVELY

Executive Assistant Radio Director
RUTHRAUFF & RYAN
Chicago

With seventeen years background in radio, Miss Shively has been active in practically every phase of radio work. She handles all radio accounts in R & R's Chicago office. The Patroons, in the person of the William G. Rambeau rep, welcome you with a membership scroll and the deed to a tract of Patroonland.

**PATROON*
Aristocratic Landholder of the Hudson Valley

The Fact of the week

On WPTR your advertising dollar buys the area's most powerful independent; the nation's first commercial FM station, the region's favorite performers, and top promotion at rates that are low.

SOON
50,000 Watts
Night and Day

Represented by RAMBEAU

WPTR
ALBANY—SCHENECTADY—TROY

PATROON BROADCASTING CO., ALBANY, N. Y.

Agencies

LESTER G. BARROW, former account executive at Fuller & Smith & Ross, New York, joined Maxon Inc., New York, as an executive on the General Electric Electronics Department account. He will assist GE distributors and dealers in planning and preparation of radio and video advertising and promotion material.

B. B. GEYER, president and chairman of board of Geyer, Newell & Ganger Inc., New York, named vice-chairman of board of Advertising Research Foundation. H. M. Warren, a vice president of National Carbon Co., was elected chairman of board. Foundation is sponsored jointly by AAAA and ANA.

THOMAS R. SANTACROCE, former merchandising director of Dancer-Fitzgerald-Sample, New York, joins Biow Co., New York. Mr. Santacroce was previously with Lever Bros. Co., as divisional sales manager for Pepsodent.

LLOYD PROSSER, formerly in media department of BBDO New York, joined agency's San Francisco office as media director on May 1.

RALPH GRADY, formerly production manager for Boone, Sugg, Tevis & Waldie, San Francisco, joins production department of Brisacher, Wheeler & Staff, same city.

WILLIAM J. EGAN, formerly with Carl Byoir & Assoc., New York, and New York *Herald Tribune* business and financial editorial staffs, joins public relations staff of the Advertising Council Inc., New York.

ROBERT E. KAHL, formerly with U. S. Dept. of Agriculture, joins research department of Young & Rubicam, New York. **ALVYN G. SCHMALE,** former director of sales and advertising for Honey Butter Products Corp., Ithaca, N. Y., joins agency's merchandising department. **ROBERT SCHULER,** previously head of his own organization, Lamplighter Productions, New York, joins agency as stage manager in radio department.

JACK R. SCHMUNK, formerly sales manager of WEWS (TV) Cleveland, joins Ohio Adv. Agency Inc., Cleveland, as vice president and account executive.

Mr. Schmunk

FREDERICK R. RIGER, RALPH W. SHEEHY and **KENNETH E. CHERNIN** announce formation of Riger, Sheehy & Chernin Adv. at 328 Press Bldg., Binghamton, N. Y. Mr. Riger was formerly with Fred Wittner Adv., New York; Mr. Sheehy was advertising and public relations director of Binghamton division, Columbia Gas & Electric Corp., and Mr. Chernin was with William Weintraub Co., New York.

R. E. BARRINGER announces formation of RA-AD Assoc., Mills Bldg., San Francisco.

FRANK C. JACOBI, advertising and sales promotion manager for Horder's office supply firm in Chicago until his resignation March 1, opened his own advertising offices at 208 S. LaSalle St., Chicago.

WILLIAM F. WOLF, merchandising counselor, appointed manager of merchandising division of Brisacher, Wheeler & Staff Inc., New York office. Mr. Wolf was formerly executive secretary of National Food Brokers Assn., sales manager for Jergens-Woodbury, handled Johnson's Wax for The Western Agency, merchandising for BBDO.

ALICIA STEPHENS joins creative staff of Weightman Inc., Philadelphia advertising agency. Miss Stephens was formerly editor of house organs and assistant director of public relations at General Tire & Rubber Co., Akron.

C. WENDEL MUENCH agency, Chicago, moved May 1 to new, larger offices in Lincoln Tower Bldg., 75 E. Wacker Dr. Space on the 22nd floor is being converted into an "intelligence center," where sales maps will reflect market conditions, and a "gadget room," where actual store shelf and counter conditions will be duplicated for measurement of packing and point-of-sale techniques.

JAMES A. FORSYTH, formerly publisher of Santa Barbara tourist publication, joins J. Walter Thompson Co., San Francisco, as account executive.

CARL F. SCHMIDT, formerly of advertising staff of *Milwaukee Journal*, joins Arthur Meyerhoff & Co., Milwaukee, as account executive.

GEORGE GALLATI of Needham, Louis & Brorby, Chicago, elected president of Chicago Headline Club, local chapter of Sigma Delta Chi, professional journalism fraternity.

ROCKLIN IRVING & Assoc., Chicago, moved to new offices at 32 W. Randolph St., phone: RAndolph 6-2324.

WARREN E. KRAFT, vice president and Seattle manager of Honig-Cooper Adv., elected president of Rotary Club of Seattle.

RAMSEY LEES, radio director of Ruthrauff & Ryan, Toronto, is in Hamilton Sanatorium. **TRUDY JOHNSON** is acting director of radio.

"The Louisiana Purchase"

KTBS

A BETTER BUY THAN EVER BEFORE

NOW

166,470 more Radio Homes now in our primary area!

Power jumps ten times! Radio Homes jump from 59,990 to 226,460!

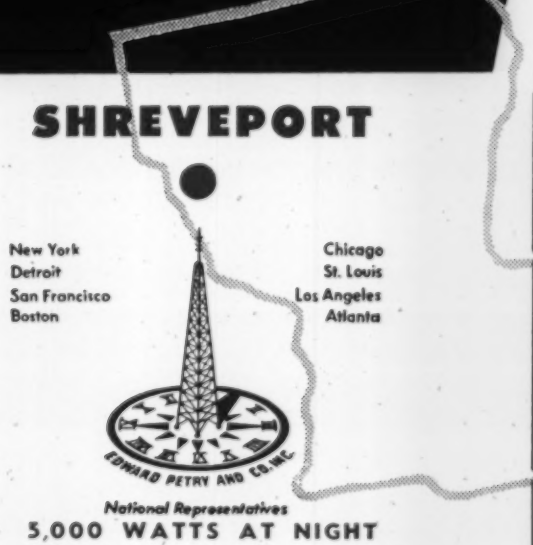
Everything's up but the rates—in "The Louisiana Purchase." Same rates — 400% more Radio Homes.

And for the first time these additional 166,470 Radio Homes have full, primary NBC daytime programming.

Figure it any way — the new, powerful KTBS is the best radio buy. Truly—more than ever—"The Louisiana Purchase!"

710
KILOCYCLES

10,000
WATTS



National Representatives

5,000 WATTS AT NIGHT

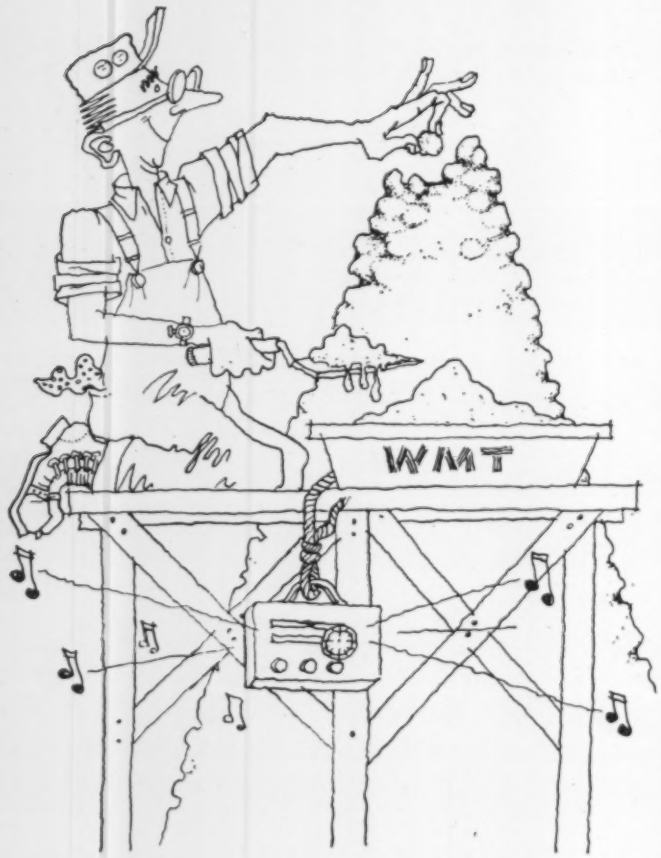
KTBS

RADIO CENTER
SHREVEPORT

THESE PROGRAMS AVAILABILITIES ... OR CALL TODAY!

NBC-TQN AFFILIATE

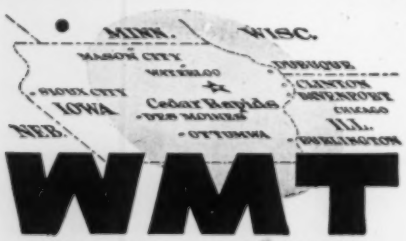
WMT makes big ones out of little ones in Marble Rock (IOWA)



Making mountains out of mole-hills is a desirable condition . . . when the mountains are markets and the mole-hills their relatively small components.

In Eastern Iowa, WMTland is a mountain of a market, made up of more than a thousand communities whose aggregate population is well over a million. Marble Rock is typical of these communities, small but significant, rich in buying power and loyal to WMT's exclusive CBS programming.

When you want to reach all the Marble Rocks in Eastern Iowa, tell WMT's prosperous audience and start your sales curve mountain-climbing. Ask the Katz man for full details.



WMT

CEDAR RAPIDS

5000 Watts 600 K.C. Day & Night

BASIC COLUMBIA NETWORK

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Video Views

EDITOR, BROADCASTING:

. . . I am with you when you say radio's horizons are unlimited. I am not foolish enough to think for a moment that the radio we knew yesterday or know today is the radio that will be with us tomorrow. There is an awful lot of hyperthyroid excitation in the ranks of my colleagues concerning the fact that so little is known about television. I think it would be a lot healthier if the gentlemen, including myself, devoted a lot of serious consideration towards the time buying and programming problems that will confront us in radio as television becomes a vital factor in the true sense of the word . . . by that I mean, when its circulation becomes competitive.

I, being comparatively young chronologically, still do not lose sight of the fact that both radio and television are comparatively young advertising media. The future potential for both has yet to be dreamed of. . . .

Charles Lewin
Director of Radio
Grey Advertising Agency
New York

* * *

RIAS Expenditures

EDITOR, BROADCASTING:

Recent news stories deplore the possible shutdown of RIAS, the American zone broadcasting station in Berlin. It points out that no American bureau can be responsible for the $4,500,000 in annual costs for the project. All are agreed on the value of American broadcasts from Berlin to Germans.

As an inmate of the American broadcasting industry for more than 20 years, I see no reason why RIAS cannot continue, but with certain changes. First, the expenditure of $4,500,000 to operate one radio station with 600 employes is mismanagement on a scale possible only under government bureaucracy. There is not a single station in the entire United States that spends that much money, nor employs 600 people, for its annual operation.

I do not know who directs RIAS, but I wonder if he has ever had the responsibility of operating an American station on its average income, be it a small 250 watter or a 50,000 watter? The average American station of this RIAS type will get by with from 60 to 100 workers. Its annual operating costs should not exceed $500,000 per year with liberal expenditures for program material.

I suggest the American broadcasters get a management committee together, fly them to Berlin, examine the situation, and report back to our industry on what is actually needed. Then let American broadcasters request the proper channels for the needed amount of support, and if necessary raise the funds in public subscriptions.

But stop up "Operation Rathole." To operate one radio station on $4,500,000 a year with 600 people is sheer mismanagement and economic folly. The job can be done with far less money and fewer people. Hundreds of American stations are doing as good a job in their own communities, living on their income from advertisers . . . and paying heavy taxes to support such Berlin waste as is now evident in the RIAS matter.

S. A. Cisler
Vice President
WKYW Louisville

* * *

'Premiums Nuisance'

EDITOR, BROADCASTING:

As one just disinterred following an avalanche of box tops and give-away orders, I'd like to know what others in the radio industry think about handling sales premium offers. . . .

. . . I think radio-promoted box-top premiums are more than a nuisance; I think they're generators of ill will, suspicion, dissatisfaction and gripes. And I think an advertiser who uses them is painting a target on himself, his product, the radio station and the institution of broadcasting, and he's asking Mr. General Public to fire when ready. . . .

. . . Here are some samples: . .

1. An offer for a household item, an interior decorator's dream, if you swallowed the commercial copy. It came the box tops and the cash—a deluge of orders. A few days later a second deluge began—a deluge of complaints, about non-delivery, wrong color, defective merchandise, wrong sizes. . .the works.

2. An offer of a piece of jewelry. "By return mail," the commercial copy read. Six weeks later our listeners are still wondering where their premium can be, who has squandered their money, how radio stations can be so crooked and stay in business. . . .

. . .here's what I recommend:

First, before accepting the commercial copy, investigate the premium merchandise, make sure it's what the copy says it is, that a sufficient supply is on hand to take care of orders and that all steps necessary to immediate delivery have been completed.

Second, regardless of what the commercial copy says, send a receipt to the customer, thanking him in the station's name for the order, explaining that because of volume some delay in delivery should be expected and urging the

(Continued on page 18)

BROADCASTING
Comparative Network Program Schedule

Yeah, but can he lift a sales curve?

EVENING

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Lee Hats Drew Pearson (226) R	Prudential Ins. Family Hour (151)	Quaker Oats Roy Rogers Show (487)	Catholic Hour $
6:15	Seaman Bros. Mus. Headlines (218) R	"	"	"
6:30	Goodyear Tire Greatest Story Ever Told (213)	Int. Silver Co. Adventures of Ozzie & Harriet (150)	Cudahy Packing Nick Carter (483)	Dean Martin Jerry Lewis Show
6:45	"	"	"	"
7:00	Curt Massey	Amer. Tob. Co. Jack Benny (174) R	Adv. of the Falcon $	Rich. Diamond Private Detective $
7:15	"	"	"	"
7:30	American Oil Co. Carnegie Hall (183)	Lever Bros. Amos 'n' Andy (158)	Mutual Benefit Mayor of Town (455)	Rexall Co. Faye & Harris (183)
7:45	"	"	Johnny Desmond (441) 7:55-8 *	"
8:00	Old Gold Stop the Music (173)	Wildroot Sam Spade (169) R	Co-op A. L. Alexander	Ford Motor Co. Fred Allen (166)
8:15	Eversharp, Inc. (175)	"	"	"
8:30	Speidel Corp (171)	Frigidaire Lum 'n' Abner (164) R	Music	Henry Morgan Show
8:45	Old Gold Cigarettes (173)	"	"	"
9:00	Kaiser-Frazer Walter Winchell (272)	Electric Cos. Electric Theatre Helen Hayes (159)	Under Arrest	NBC Theatre
9:15	Andrew Jergens Louella Parsons (284)	"	"	"
9:30	U. S. Steel Corp. Theatre Guild on The Air (241)	Col.-Palm.-Peet Our Miss Brooks (157)	Carter Prod. Jimmy Fidler (47) Twin Views Of The News $	Sterling Drug Album Familiar Music (154)
9:45	"	"		"
10:00	"	Life with Luigi	Secret Missions	Eversharp Take It or Leave It (164)
10:15	"	"	"	"
10:30	Carter Products Jimmie Fidler (78)	It Pays to Be Ignorant $	Don Wright Chorus $	Philip Morris Horace Heidt (167)
10:45	Sokolsky $	"	"	"

MONDAY

	ABC	CBS	MBS	NBC
6:00 PM	(Not in Service)	Metro. Life Ins. Eric Sevareid (23)	Repeat of Kid Stripe	News Bob Warren $
6:15	"	You And — $	"	Clem McCarthy 6:15-6:30 $
6:30	"	No network	"	Skotches in Melody 6:30-6:45 $
6:45	"	P & G Ivory L. Thomas (73) R	"	Sun Oil Co. 3-Star Extra (34)
7:00	Co-op Headline Edition (53) *	P & G Beulah (79) R	Co-op Fulton Lewis jr. (231)	Liggett & Myers Supper Club (143) R
7:15	Co-op Elmer Davis (46)	P & G Jack Smith (82) R	Dinner Date $	Miles Labs. News of World (161)
7:30	General Mills Lone Ranger (175) R	Campbell Soup Club 15 (153)	Nozzema Gabriel Heatter (211)	Echoes from the Tropics $
7:45	"	Campbell Soup Ed. R. Murrow (153)	Bayuk Cigars Inside of Sports (185)	Pure Oil Co. Kaltenborn (31)
8:00	Assn.Amer.RR. Railroad Hour (178)	Brome Seltzer Inner Sanctum (154) R	National Biscuit Straight Arrow (272)	duPont & Co. Calvacade of America (163)
8:15				
8:30	"	Thos. J. Lipton Godfrey's Talent Scouts (158) R	Trimount Sherlock Holmes (238)	Firestone Voice Firestone (148)
8:45	Henry Taylor General Motors (262)	"	" *	"
9:00	Let's Go to the Mat	Lever-Lux Lux Radio Theatre (153)	Peter Salem	Bell Telephone Telephone Hour (158) R
9:15	"	"	"	"
9:30	Child's World	"	Mail Pouch Fishing & Hunting Club	Mars Inc. Dr. I. Q. (131)
9:45	String Ensemble	"	"	"
10:00	Elec. Workers Arthur Gaeth (87)	Lever-Pop'dent My Friend Irma (153)	Universal Carloading, Am. Forum (12)	Carnation Co. Contented Hr. (157)
10:15	Earl Godwin $	"	"	"
10:30	On Trial $	R. J. Reynolds Bob Hawk (161)	Mutual Newsreel	Radio City Playhouse $
10:45		"	Mutual Concert	*

TUESDAY

	ABC	CBS	MBS	NBC
6:00 PM	(Not in Service)	Metro. Life Ins. Eric Sevareid (23)	Repeat of Kid Stripe	News Bob Warren $
6:15	"	You And — $	"	Clem McCarthy 6:15-6:30 $
6:30	"	No network	"	Skotches in Melody 6:30-6:45 $
6:45	"	P & G Ivory L. Thomas (73) R	"	Sun Oil Co. 3-Star Extra (34)
7:00	Co-op Headline Edition (53) *	P & G Beulah (79) R	Fulton Lewis jr. (231)	Liggett & Myers Supper Club (143) R
7:15	Co-op Elmer Davis (46)	P & G Jack Smith (82) R	Dinner Date $	Miles Labs. News of World (143)
7:30	Pepsi-Cola Counter-Spy (258)	Campbell Soup Club 15 (153)	Serutan Gabriel Heatter (221)	Dardanella Trio $
7:45	"	Campbell Soup Ed. R. Murrow (153)	Bayuk Cigars Inside Sports (181)	Pure Oil Co. R. Harkness (36)
8:00	Chesebrough LittleHerman (141)	Sterling Drug Mystery Theater (145) R	Gregory Hood $	Philip Morris This Your Life (144) R
8:15	"	"	"	"
8:30	Co-op Town Meeting (56)	C-P-P T'th Pwdr Mr. Mrs. North (151) R	Official Detective (138) $	Lewis Hows Co. Alan Young Show (151)
8:45	"	"	" *	"
9:00	"	Gulf Oil We the People (121)	John Steele, Adventurer	Lever Bros. Swan, Bob Hope (153)
9:15	"	"	"	"
9:30	Chr. Sc. Monitor Views the News R	Strike It Rich $	Mysterious Traveler	Johnson Wax Fibber McGee & Molly (165)
9:45	Rex Maupin's Orchestra	"	"	"
10:00	"	DeSoto Plym'th Hit the Jackpot (156)	Korn's-A-Krackin' $	Lever Bros. Big Town (132)
10:15	"	"	"	"
10:30	CIO It's in the Family	mr. ace & JANE $	Mutual Newsreel	Brown & W'mson PeopleAreFunny (183)
10:45	C. of C. Let Freedom Ring	"	Dance Orch.	"

WEDNESDAY

	ABC	MBS
6:00 PM	(Not in Service)	Repeat of Kid Stripe
6:15	"	"
6:30	"	"
6:45	"	"
7:00	Co-op Headline Edition (53) *	Fulton Lewis jr. (231)
7:15	Co-op Elmer Davis (46)	Dinner Date $
7:30	General Mills Lone Ranger (175)	B. B. Seml Gabriel Hea (82)
7:45	"	Bayuk Cigs Inside Spor (181)
8:00	Old Gold Orgal. Amateur Hour (173)	Can You T This $
8:15	"	"
8:30	"	International Airport
8:45	"	" *
9:00	Texas Co. Texaco Star Theatre (281)	Scattergood Baines
9:15	"	"
9:30	Elgin American Groucho Marx Show (134)	Family Theat $
9:45	"	"
10:00	Philco Corp. Philco Radio Time (287)	Comedy Playhouse
10:15	"	"
10:30	It's Time for Music	Mutual Newsreel
10:45		Concert Hall

DAYTIME

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	Concert Hall $	World News	Tone Tapestries $	Co-op World News W. W. Chaplin
9:15	"	E. Power Biggs $	"	Story to Order $
9:30	"	"	Wings Over Jordan	Bach Aria Group $
9:45	"	Trinity Choir $	"	Hudson Coal Co. D. & H. Minors (13)
10:00	Message of Israel $	Church of Air $	Radio Bible Class (265)	National Radio Pulpit $
10:15	"	"	"	"
10:30	Southernaires $	"	Voice of Prophecy (266)	Western Auto Circle Arrow (58)
10:45	"	Church of Air $	"	Organist Geo. Crook 10:30-11:00 $
11:00	Fine Arts Quarte $	Bill Costello $ *	Christian Ref. Church, Back To God (351)	Morning Serenade $
11:15	"	Newsmakers $	"	"
11:30	Hour of Faith $	Salt Lake City Tabernacle $	Northwestern U Review $	News Hilites $
11:45	"	"	"	Campana Solitair Time (19)
12:00 N	George F. Putnam $	Invitation to Learning $	Mutual Chamber Music	News with James Fleming 12-12:05
12:15 PM	Foreign Reporter $	"	"	Living—1949 12:05-12:30
12:30	Piano Playhouse	People's Platform $	Lutheran Hour Dr. W. Maier (384)	Eternal Light $
12:45	"	"	"	"
1:00	Almanac $	Charles Collingwood $	Piedmont Shirt Wm. L. Shirer (341)	America United $
1:15	Editor at Home $	Elmo Roper $	Charles Kosten Organist	"

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
9:00 AM	General Mills Breakfast Club (333) R	Co-op News	Co-op Henry LaCossitt (38)	Honeymoon in New York $
9:15	Swift & Co. Breakfast Club (137) R	Barnyard Follies $	Co-op Tell Your Neighbor	"
9:30	"	"	Bob Poole $	Clevelanodaires $
9:45	Philco Corp. Breakfast Club (247)	"	Bob Poole Show	"
10:00	Libby, McNeill My True Story (196) R	Music For You $	Co-op Cecil Brown (48)	Fred Waring Show (182) *
10:15	"	"	Faith Our Time $	"
10:30	General Mills Betty Crocker (191) R	Gold Seal Arthur Godfrey (184) R	GeorgiaCrackers	P & G Road of Life (154)
10:45	TBA*	National Biscuit Arthur Godfrey (184) R	Tom, Dick & Harry	P & G The Brighter Day (154)
11:00	Modern Romances	Liggett & Myers Arthur Godfrey (185) R	Co-op Passing Parade Nashitt (38)	Dr. Paul $
11:15	"	"	Serutan Victor Lindlahr (99)	Manhattan Soap We Love and Learn (182)
11:30	West.Elec.Corp. Ted Malone (209)	Contin'al Baking Grand Slam (48)	Philip Morris Against the Storm	Prudential Ins. Jack Berch (134)
11:45	Pillsbury Mills Galen Drake	P & G Rosemary (65)	"	B. T. Babbitt Lora Lawton (137)
12:00 N	P & G Welcome Trav. (183)	General Foods Wendy Warren (145)	Co-op Kate Smith Speaks (199)	"
12:15 PM	"	Lever Bros. Aunt Jenny (83)	Kate Smith Sings (219) $	Music
12:30	Out of Service	Whitehall Helen Trent (84)	Lanny Ross	Luncheon with Lopez
12:45	"	Whitehall Our Gal Sunday (84)	Gab. Heatter's Mail Bag	"
1:00	Co-op Bookbags (92)	P & G Big Sister (93)	Co-op Cedric Foster (126)	Special Music $
1:15	Co-op Nancy Craig (11)	P & G Ma Perkins (90)	Co-op Happy Gan	"

SATURDAY

	ABC	CBS	MBS	NBC
9:00 AM	Shopper's Special $	Co-op News	(Network Opens 9:30 A.M.)	Mind Your Manners $
9:15	"	Barnyard Follies $	"	"
9:30	"	"	News	Coffee in Washington $
9:45	"	Ferry-Morse Garden Gate (186) R	"	"
10:00	American Jazz $	Music for You $	Ozark Valley Folks	Archie Andrews
10:15	"	"	"	"
10:30	This Is for You	Tell It Again $	Jerry & Skye $	Pet Milk Mary Lee Taylor (148)
10:45	Record Show	"	Albert Warner $	"
11:00	Junior Junction	Cream of Wheat Let's Pretend (154) *	Hormel Girl's Corps	TBA
11:15	"	"	"	"
11:30	Servel Co. What's My Name (118)	Lever Bros. Junior Miss (167)	Magic Rhythm	Brown Shoe Smilin' Ed McConnell (158)
11:45	"	"	"	"
12:00 N	Hormel & Co. Girls' Corps (208)	Armstrong Cork Theatre of T'day (165)	Smoky Mt. Hayride	Barriault Washington News $
12:15 PM	"	"	"	Public Affairs $
12:30	Navy Hour $	Pillsbury Mills Grand Cen. Sta. (147)	"	Luncheon with Lopez $
12:45	"	"		"
1:00	TBA	Armour Stars Over Hollywood (167)	Campus Salute	Allis-Chalmers Natl. Farm & H. Hour (184)
1:15	"	"	"	"

SATURDAY

	ABC
1:30	National Ba $
1:45	"
2:00	Around th World (138)
2:15	"
2:30	Co-op Mr. Presid
2:45	"
3:00	Fruehauf Tr Harrison W (75)
3:15	J. P. Ritte Betty Cl Sings (1
3:30	Speaking Songs
3:45	"
4:00	Ted Mal
4:15	Dick Tu $
4:30	Milton Cr Opera Ab
4:45	"
5:00	Music of T
5:15	"
5:30	Quiet Pl
5:45	"

SUNDAY

	ABC
	for ning
	Ameri Prod.,
	M Mu
	"
	"
	Dr. Fr
	"
	"
	Bill Cu
	Voters to
	Michea
	"
	Genera Juven
	"
	"
	Genera House
	"
	Willmar True D
	"
	DLA t The S
	Halbro Quick Flash

TUESDAY

MBS	NBC
Repeat of Kid Strips	News Bob Warren $
"	Clem McCarthy 6:15-6:30 $
"	Sketches in Melody 6:30-6:45 $
"	Sun Oil Co. 3-Star Extra (54)
Fulton Lewis jr. (291)	Liggett & Myers Supper Club (163) R
Dinner Date $	Miles Labs. News of World (151)
R. B. Semler Gabriel Heatter (92)	Dardanella Trio $
Bayuk Cigars Inside Sports (181)	Pure Oil Co. Kaltenborn (32)
Can You Top This $	C-P-P Co. Blondie (155)
"	"
International Airport	Kraft Foods Co. Gt. Gildersleeve (151)
" "	"
Scattergood Baines	Bristol Myers Duffy's Tavern (159)
"	"
Family Theatre $	Bristol Myers Dist. Attorney (148)
"	"
Comedy Playhouse $	Am. Cig. & Cig. The Big Story (163)
"	"
Mutual Newsreel	Mars Candy Curtain Time (145)
Concert Hall	"

THURSDAY

ABC	CBS	MBS	NBC
(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Lionel Ricau $
"	You And — $	"	Clem McCarthy 6:15-6:30 $
"	No network	"	Sketches in Melody 6:30-6:45 $
"	P & G Ivory L. Thomas (78) R	"	Sun Oil Co. 3-Star Extra (34)
Co-op Headline Edition (53) *	P & G Beulah (79) R	Fulton Lewis jr. (291)	Liggett & Myers Supper Club (163) R
Co-op Elmer Davis (46)	P & G Jack Smith (82) R	Dinner Date $	Miles Labs. News of World (143)
Pepsi-Cola Counter-Spy (358)	Campbell Soup Club 15 (153)	Soraton Gabriel Heatter (321)	Echoes from the Tropics $
"	Campbell Soup Ed. R. Murrow (153)	Bayuk Cigars Inside Sports (181)	Pure Oil Co. R. Harkness (17)
Co-op Abbott & Costello (20)	P & G FBI in Peace & War (149) R	Air Force Hour	G.F.-Jello Aldrich Family (149)
"	"	"	"
U. S. Army Theatre U. S. A.	Whitehall Mr. Keen (140) R	True or False	G.F.-Maxwell Burns & Allen (148) R
"	"	"	"
Go For The House $	Auto-Lite Suspense (180)	TBA	Kraft Foods Co. Music Hall (148)
"	"	"	"
Revere Camera Jo Stafford Show (48) *	Toni Co. Crime Photog. (143)	TBA	Sealtest Variety Theatre (93)
"	"	"	" * Falstaff
Parsons Autograph $	Hall Bros. Hallmark Playhouse (158)	This Is Paris	Reynolds Screen Guild Theatre (182)
"	"	"	"
We Care $	Campana Sales First Nighter (137)	Mutual Newsreel	General Electric Fred Waring (183)
Harrison Wood	"	Concert Hall	"

FRIDAY

ABC	CBS	MBS	NBC
(Not in Service	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Lionel Ricau $
"	You And — $	"	Clem McCarthy 6:15-6:30 $
"	No network	"	Sketches in Melody 6:30-6:45 $
"	P & G Ivory L. Thomas (78) R	"	Sun Oil Co. 3-Star Extra (34)
Co-op Headline Edition (53) *	P & G Beulah (79) R	Fulton Lewis jr. (291)	Liggett & Myers Supper Club (163) R
Co-op Elmer Davis (46)	P & G Jack Smith (82) R	Dinner Date $	Miles Labs. News of World (151)
General Mills Lone Ranger (175)	Campbell Soup Club 15 (153)	R. B. Semler Gabriel Heatter	The UN Is My Beat
"	Campbell Soup Ed. R. Murrow (153)	Bayuk Cigars Inside Sports (181)	Pure Oil Co. Kaltenborn (31)
Norwich Phar. Fat Man (136) R	GF-Sanka Jack Carson (151) R	Experience Speaks $	Cities Service Bands of Ameri. (81)
"	"	"	"
Equitable Life This Your FBI (221) R	GF-Jello My Favorite Husband (151) R	Conti Products Yours for a Song (17)	R. J Reynolds Jimmy Durante Show (181)
"	"	"	"
Bristol Myers Break the Bank (183) R	Ford Motor Co. Ford Theatre (189)	Opera Concert	Pabst Sales Co. Eddie Cantor (145)
"	"	"	"
Pac. C. Borax The Sheriff (191)	"	Enchanted Hour	P & G - Tide Red Skelton (151)
Ch. Spark Plug Roll Call (215)	"	"	"
Cavalcade of Sports (254)	"	"	"
"	Yours Truly, Johnny Dollar $	Mutual Newsreel	Col.-Palm.-Post Sports Newsreel (139)
"	"	Concert Hall	Pro & Con $

SATURDAY

ABC	CBS	MBS	NBC	
Honey Dreamers	News Bonsrott $	Orchestra $	Bob Warren News Summary $	6:00 PM
Bible Messages	Moms From UN	"	Religion in News $	6:15
Harry Wismer $	Saturday Sports Review $	Bands For Bonds	NBC Symphony $	6:30
Communism & Our World $	News Larry Lesueur $	"	"	6:45
Johnny Thompson $	Coca-Cola Spike Jones (167) R	Hawaii Calls $	"	7:00
Bert Andrews $	"	"	"	7:15
Relaxin' Time	R. J. Reynolds Vaughn Monroe (161) R	News	Pet Milk Saturday Night Serenade (145)	7:30
"	"	Mel Allen $	"	7:45
Take a Chorus	Wrigley Gene Autry (185)	Ronson Metal 20 Questions (501)	Anacin Hollywood Star Theatre (53)	8:00
"	"	"	"	8:15
Famous Jury Trials $	Philip Marlowe $	U. S. Tobacco Take a Number (482)	P & G Truth or Consequences (145)	8:30
"	"	"	"	8:45
Chesebrough Mfgr., Little Herman (141)	General Foods Gangbusters (81) R	Life Begins At 80 $	Am. Tobacco Co. Your Hit Parade (164)	9:00
"	"	"	"	9:15
Pat Novak For Hire	Liggett & Myers Tales of Fatima (26)	Lombardo USA $	Col.-Palm.-Post Judy Canova (144)	9:30
"	"	"	"	9:45
Phillips Petrol. Nat. Barn Dance (98) *	Sing It Again $	Chicago Theatre of the Air $	Col.-Palm.-Post Dennis Day (144)	10:00
"	"	"	"	10:15
Hayloft Hoedown (107) $	"	"	R. J. Reynolds Grand Ole Opry (159)	10:30
"	"	"	"	10:45

SUNDAY

ABS	MBS	NBC
s for ning $	American Bird Prod., Warblers (12)	University of Chicago, Round Table $
	Mutual Music Box	"
o-Will-ington nnette 4)	Dr. Frank Simon Band	United States in World Affairs 3/29-5/1
	"	"
There	Co-op Bill Cunningham (210)	NBC University Theatre $
	Veteran Wants to Know $	"
phony stra	Michael O'Duffy	"
	"	"
	General Foods Juvenile Jury (210)	One Man's Family $
	"	"
	General Foods House Mystery (478)	Miles Labs. Quiz Kid: (159)
	"	"
	Williams. Candy True Detective (500)	News with Bob Trout $ 4:30-4:35
	"	Jane Pickens Show 4:35-5:00
nes-ger (166)	DL&W Coal The Shadow (37)	RCA Victor Show (165)
	"	"
ay Boat	Holbrook Watch Quick As A Flash (421)	Int.l Harvester Harvest of Stars (165)
	"	"

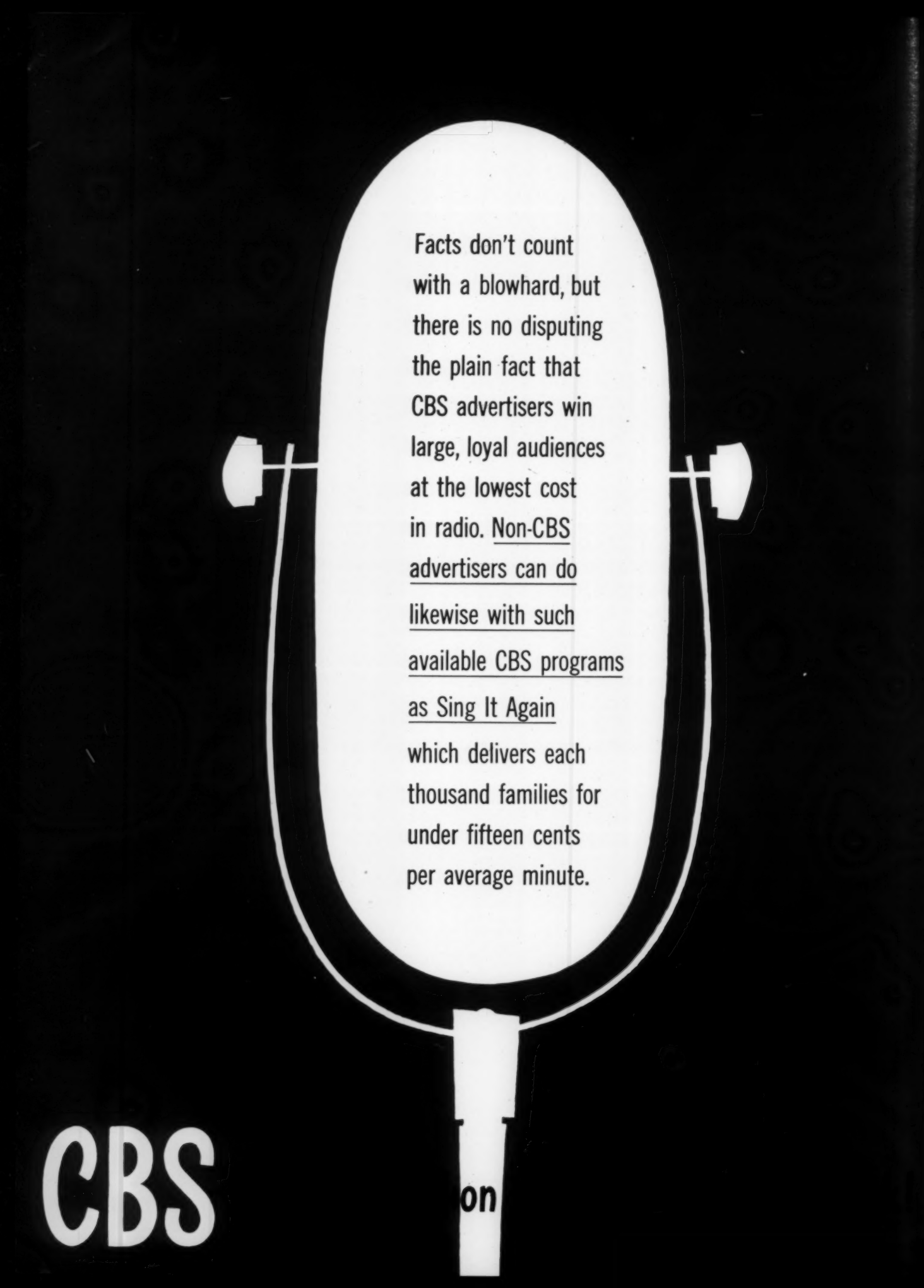
MONDAY - FRIDAY

ABC	CBS	MBS	NBC
(Not in Service)	P & G Dr. Malone (82)	Co-op Happy Gang	Co-op Rbt. McCormick $
Co-op Dorothy Dix on the Air	P & G Guiding Light (84)	Ralston Purina Chd. Jamboree (202)	Here's Jack Kilty
Co-op Breakfast in Hollywood	General Foods 2nd Mrs. Burton (86)	Ph. Morris (231) Miles Lab. (424) Miami M. (234) Queen for Day	Campbell Soup Double or Nothing (131)
"	P & G Perry Mason (112)	"	"
Sterling Drug Bride & Groom (203) R	Toni Co. Nora Drake (150)	Say It with Music	General Mills Today's Children (137)
"	P & G What Makes You Tick (82)	"	General Mills Light of World (87)
Quaker Oats Talk Your Way Out of It	Babbitt David Harum (55)	Bob Poole Show	P & G Life-Beautiful (151)
**(187) "	Miles Labs. Hilltop House (129)	"	P & G Ma Perkins (147)
General Electric House Party (272)	Robt. Q. Lewis Show $	Luncheon At Sardi's	P & G Pepper Young (153)
"	"	"	P & G Right to Happiness (151)
Pillsbury Mills Kay Kayser (213)	Armour & Co. Hint Hunt (158) R	Miscellaneous Programs	Sterling Drug Backstage Wife (148)
"	" off 5/13	"	Sterling Drug Stella Dallas (148)
Co-op Ethel & Albert (51)	Lever. Rayve Winner Take All (167)	Johnson Family	Sterling Drug Lorenzo Jones (148)
Eleanor & Anna	Beat the Clock $	Two-ton Baker $	Sterling Drug Y. Widder Brown (148
Quaker Oats Challenge of the Yukon (238)	Treasury Bandstands $	National Biscuit Straight Arrow (T-Thu) (342)	General Foods When Girl Mar's (77)
"	"	Superman (M-W-F)	General Foods Portia Faces Life (89)
General Mill. Jack Armstrong (192)	Chesapeake $	Wander Co. Capt. Midnight (162)	Whitehall Just Plain Bill (58)
Derby Food's Sky King (192) *	Miles Labs. Herb Shriner (148) R	Ralston-Purina Tom Mix (471)	Whitehall Front Page Fa'l (58)

SATURDAY

ABC	CBS	MBS	NBC
American Farmer $	Toni Co. Give and Take (149)	Symphony for Youth $	R.F.D. America
"	"	"	"
101 Ranch Boys	Dave Stephen's Orch. $	"	Musicana $
"	"	"	"
Fascinating Rhythm	Columbia Country Journal $	Music	Ed. Tomlinson $
"	"	"	Report on Europe $
Sweet and Hot Club	Report From Overseas $	Poole's Paradise	Pioneers of Music
"	Adv. in Science $	"	"
"	Cross Section U. S. A. $	Sports Parade	"
"	"	"	"
Tom Glazer's Ballad Box	TBA	Bill Harrington Sings	Your Health Today $
Horse Racing	Horse Racing $	"	Horse Races
Two Billion Strong	Saturday at The Chase $	Horse Race	Adventures of Frank Merriwell $
"		First Church Christ. Scientist (65)	"
Tea and Crumpets	Treasury Bandstand	Russ Hodges' Quiz Show $	J. Morrell Lassie Show (153)
"	"	"	Wormwood Forest $
"	Make Way for Youth $	TBA	Matinee at the Meadowbrook
"	"	"	"

BROADCASTING


Facts don't count
with a blowhard, but
there is no disputing
the plain fact that
CBS advertisers win
large, loyal audiences
at the lowest cost
in radio. Non-CBS
advertisers can do
likewise with such
available CBS programs
as Sing It Again
which delivers each
thousand families for
under fifteen cents
per average minute.
CBS
on

New Business

SQUIRT Co., Beverly Hills (bottled soft drinks), May 7 extends half-hour weekly *Bids from the Kids* to KARM Fresno, Calif. Later this month firm will place program on KAYL Storm Lake, Iowa, and other mid-western markets. Program started April 16 on WHBC Canton, Ohio; WHAV Haverhill, Mass.; and April 23 on KSOO Sioux Falls, S. D. All contracts for 13 weeks. Agency: Harrington, Whitney & Hurst, Los Angeles.

THE TEXAS Co., New York, appoints Kudner Agency Inc., New York, to handle its Saturday afternoon ABC broadcasts of Metropolitan Opera, effective this fall with 1949-50 season.

LEHN & FINK Corp., New York, has extended use of television to KTTV (TV) Los Angeles for Lysol. Two commercials weekly scheduled. Firm has used video for past month on WNBT and WCBS-TV, both New York, twice weekly each. Agency: Lennen & Mitchell, New York.

SOS Co., Chicago (scouring pads), launches spot radio campaign in Northern California through McCann-Erickson, San Francisco.

ADMIRAL Corp. and **PETER FOX BREWING Co.**, Chicago, sponsoring telecasts of 32 home games of Admiral Music Maids in National Professional Girls' Softball League for second year on WBKB (TV) Chicago, Tuesday and Friday nights, respectively.

GOLDEN STATE Dairy Products, San Francisco, May 10 starts sponsorship of *Count of Monte Cristo* on 20 Don Lee California stations. Fifty-two week contract placed through BBDO, Los Angeles.

SECURITY FIRST National Bank of Los Angeles preparing two minute film for television on U. S. Savings Bonds. Firm will run film on undecided number of Los Angeles TV stations about May 19 to coincide with U. S. Bond drive. Prints also to be given to government for distribution. Agency: Foote, Cone & Belding, Hollywood.

CHRISTIAN HEURICH BREWING Co., Washington (Senate beer), sponsoring Arch McDonald's 6:30 p.m. daily sports resume on WTOP AM-FM Washington. Agency: Henry J. Kaufman & Assoc., Washington.

PACIFIC CAN Co., San Francisco, appoints Biow Co., same city, to handle campaign promoting sale of canned beer. Campaign starts June 1, and will run 10 weeks. Series of more than 235 radio spots on stations throughout area will be used. **LES HANNAH** is account executive.

DEAN MILK Co., Chicago, for Dean's Chocolate Dairy Drink, has started 13-week schedule of 20-second TV film spots on Chicago's four TV stations—WBKB, WENR-TV, WNBQ and WGN-TV. Spots will be expanded into other TV markets as distribution of the product increases. Radio commercials for Chicago and other major cities are also being considered. Agency: Morris F. Swaney Inc., Chicago. **ROLAND BLAIR** is account executive.

ACCENT SHOE Co., newest division of International Shoe Co., St. Louis, appoints Olian Adv., same city, to handle advertising. New line of women's shoes has been released for the $8.95 field.

FORD DEALERS of Detroit purchased *Baseball Scoreboard*, new seven weekly program on WXYZ-TV Detroit (6:50-7 p.m. EST). Station announces this is first across-the-board show to be purchased on any ABC video station and first of its kind in Detroit area. Agency: J. Walter Thompson Co.

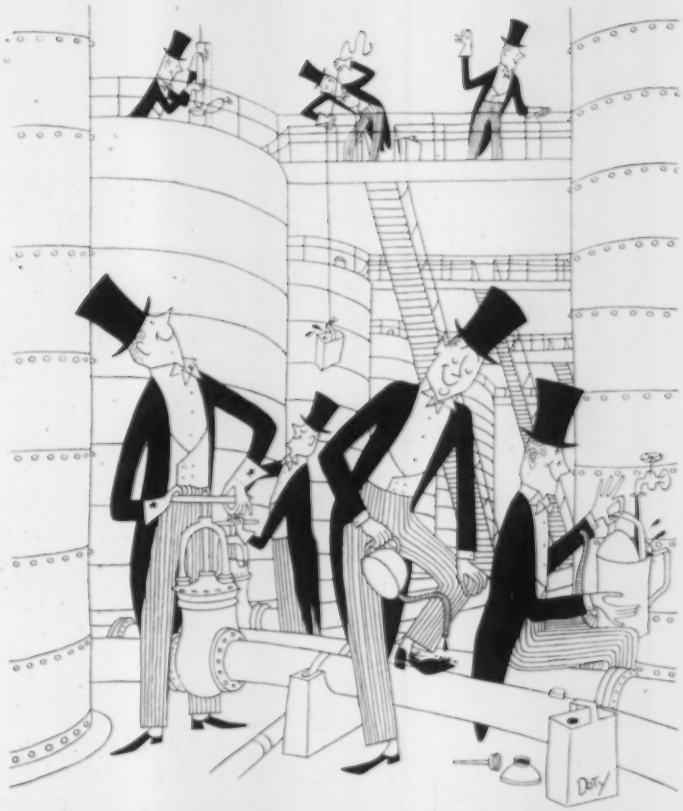
WORCESTER SALT Co., New York, affiliate of Morton Salt Co., named Mitchell-Faust Adv. Agency, Chicago, to handle its account effective Oct. 1. Spot radio will probably be used. **EARL SPROULE** is account executive.

EICOR Inc., Chicago (rotary electrical appliances), appointed C. C. Fogarty agency, same city, to handle advertising. Schedules will be drawn by end of May, and radio is being considered.

CARNATION Co., Los Angeles (Carnation Milk), preparing series of six one-minute commercial films for television as its first venture in TV. Churchill-Wexler Film Productions producing series.

M. JACKMAN & Sons, Los Angeles (men's clothing manufacturer), through Ted H. Factor Agency, that city, April 24 started quarter-hour weekly *Harry Bassler Golf Clinic* on KLAC-TV Los Angeles. Contract is for 13 weeks.

(Continued on page 75)



Great Industry From Little Cotton Seeds Grow..

Whether you measure by the scale of 60 million pounds of crude oil, or the 4 hundred thousand ton figure of refined cotton seed oil, cotton oil represents a million dollar industry and contributes richly to the wealth of the WSPA-Piedmont area.

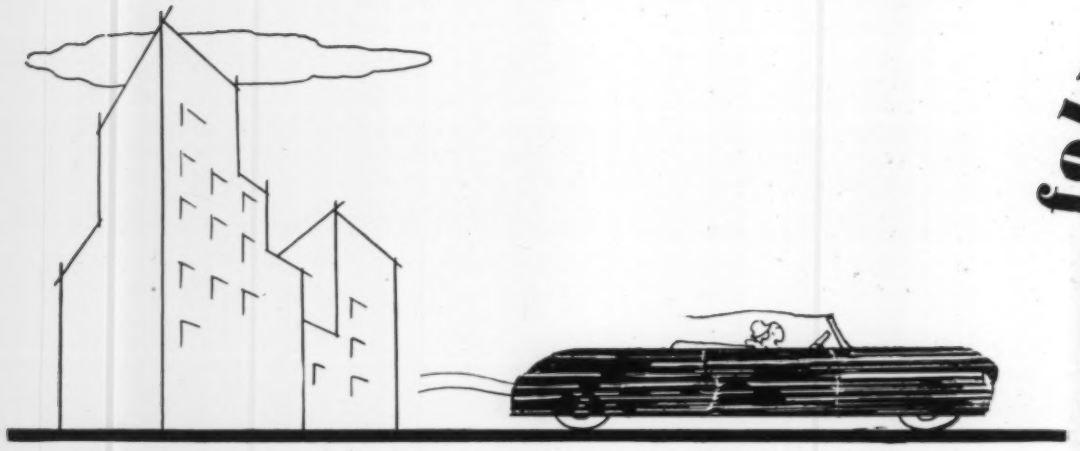
This whirl of a cotton oil market—sixth in the entire country to be exact—is well known as the world's greatest producer of cotton goods. Produce and dairy farms thrive too—timber and wood processing thrash out a neat financial return. Abundant harvests and fast moving industry combine successfully to round out the billion dollar economy in this prosperous land of the Piedmont.

It's well to keep a keen eye on the Piedmont people and the $1,054,811,000 they have to spend. And for the past nineteen years, they've taken WSPA's advice on where to spend it. WSPA is South Carolina's oldest station—dominant in 17 counties of the Carolina Piedmont.

WSPA
SPARTANBURG
SOUTH CAROLINA
5,000 WATTS—950 Kc.

John Blair & Company, National Representative
Harry E. Cummings, Southeastern Representative
Roger A. Shaffer, Managing Director
Guy Vaughan, Jr., Sales Manager
CBS Station for the Spartanburg-Greenville Market

follow any

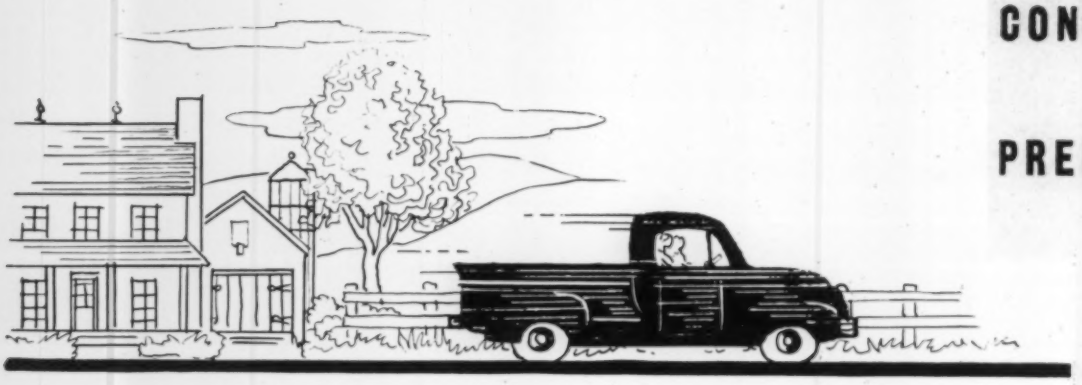


THE

KEY TO

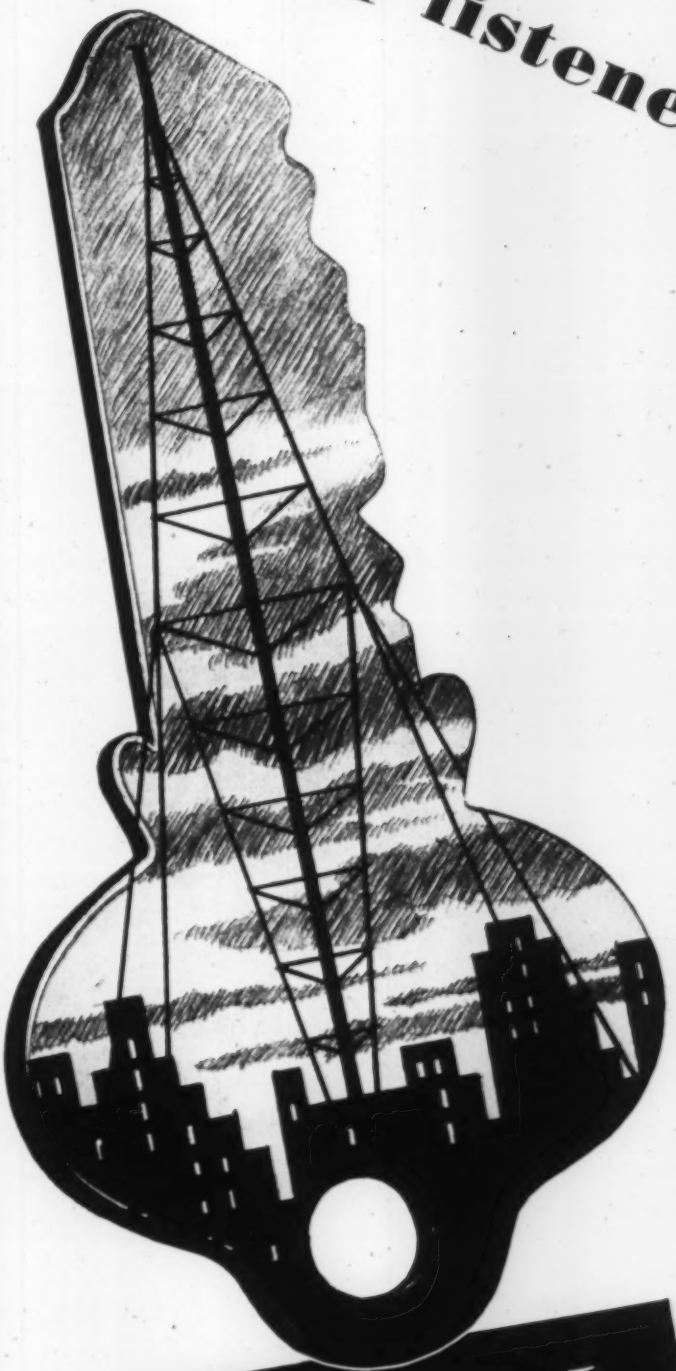
CONSUMER

PREFERENCE



HARRY STONE, GEN. MGR. • IRVING WAUGH, COMMERCIAL MGR. • EDWARD PETRY & CO., NAT'L REPRESENTATIVES

WSM listener to town . . . . .



There are millions of WSM listeners, in a circle with many hundreds of miles radius. They are all kinds of people—urban, rural, rich and poor.

Pick any family, or any hundred families—and follow them to town. Watch them buy. Then check what they have bought against the list of WSM sponsors—and you'll see what we mean when we talk about the exceptional pulling power of WSM.

Then ask those families why they buy from the WSM list, why is it so definitely their shopping guide? The answer will be very simple. "We've been listening to WSM for a right long time, now, and we never have had cause to disbelieve anything we hear on it."

Is there, anywhere, a more powerful background for selling?

50,000 WATTS

CLEAR-CHANNEL • 650 KILOCYCLES • NBC AFFILIATE

BROADCASTERS PROGRAM SYNDICATE

Success Story...

Since its organization less than a year ago, the Broadcasters Program Syndicate has built a success story unparalleled in the history of radio.

Operating on a subscription basis exclusively, the Broadcasters Program Syndicate is essentially of, by, and for station subscriber-members.

*A single weekly fee** equal to the subscribing station's national one-time class A quarter-hour rate entitles the station to the Syndicate's *entire output* of network-calibre programs. All current programs—*plus* every additional series produced by the Syndicate in the future.

Currently, for a *single weekly fee** "PAT O'BRIEN FROM HOLLYWOOD," "FRONTIER TOWN," and "ADVENTURES OF FRANK RACE" all go to the following members of the Broadcasters Program Syndicate:

ALABAMA
WAPI, Birmingham
WBRC, Birmingham
WSFA, Montgomery

ARIZONA
KGAR, Tucson
KYUM, Yuma

ARKANSAS
KTHS, Little Rock

CALIFORNIA
KERN, Bakersfield
KDON, Monterey
KOBY, San Diego
KFRC, San Francisco
KSTN, Stockton
KVEC, San Luis Obispo

COLORADO
KFXJ, Grand Junction
KGHF, Pueblo

CONNECTICUT
WTOR, Torrington

FLORIDA
WDAE, Tampa
WJHP, Jacksonville
WMFJ, Daytona Beach

GEORGIA
WGPC, Albany
WRFC, Athens
WCON, Atlanta
WGAU, Athens

IDAHO
KRPL, Moscow
KLIX, Twin Falls

ILLINOIS
WSIV, Pekin

INDIANA
WHBU, Anderson
WEOA, Evansville
WFBM, Indianapolis

IOWA
KFJB, Marshalltown
KWPC, Muscatine

KENTUCKY
WLEX, Lexington
WINN, Louisville

LOUISIANA
WJBO, Baton Rouge
KSIG, Crowley
WDSU, New Orleans
KSYL, Alexandria

MICHIGAN
WFDF, Flint
WFUR, Grand Rapids
WKNX, Saginaw

MINNESOTA
KROC, Rochester
WEBC, Duluth
WMFG, Hibbing
WHLB, Virginia

MONTANA
KGVO, Missoula

NEBRASKA
KOLT, Scotts Bluff
KOIL, Omaha

NEVADA
KOH, Reno

NEW YORK
WCSS, Amsterdam
WINS, New York City

NORTH CAROLINA
WLOS, Ashville
WCPS, Tarboro

OHIO
WSAI, Cincinnati
WJW, Cleveland
WWST, Wooster

OREGON
KWIN, Ashland
KOOS, Coos Bay
KOIN, Portland

PENNSYLVANIA
WLTR, Bloomsburg
WCPA, Clearfield
WSCR, Scranton

SOUTH CAROLINA
WMRB, Myrtle Beach

SOUTH DAKOTA
KDSJ, Deadwood
KOTA, Rapid City

TENNESSEE
WTJS, Jackson
WROL, Knoxville

TEXAS
KBKI, Abilene
KFDA, Amarillo
WRR, Dallas
KTSM, El Paso
KFJZ, Fort Worth
KXYZ, Houston
KTRY, Port Arthur
KABC, San Antonio

UTAH
KUTA, Salt Lake City

VERMONT
WSKI, Montpelier

VIRGINIA
WCYB, Bristol
WGH, Newport News
WRNL, Richmond
WSLS, Roanoke

WASHINGTON
KJR, Seattle
KELY, Spokane
KIMA, Yakima

WEST VIRGINIA
WOAY, Oak Hill
WLOH, Princeton

WISCONSIN
WHBL, Sheboygan

WYOMING
KVOC, Casper
KFBC, Cheyenne
KODI, Cody
KPOW, Powell
KWYO, Sheridan

BERMUDA
ZBM, Hamilton
Bermuda

CANADA
ALBERTA
CFCN, Calgary
CFRN, Edmonton

BRIT. COLUMBIA
CJDC, Dawson Creek
CKOV, Kelowna
CKNW, New Westminster

MANITOBA
CJOB, Winnipeg

ONTARIO
CKOC, Hamilton
CFPA, Port Arthur
CHUM, Toronto

QUEBEC
CFCF, Montreal

SASKATCHEWAN
CFQC, Saskatoon
CJGX, Yorkton
CKCK, Regina

*If your quarter-hour rate, for example, is $25.00, you as a member of the Broadcasters Program Syndicate would receive the Syndicate's ENTIRE OUTPUT of programs—plus all future programs—for $25.00 per week.

JOIN OUR FAMILY of prestige stations, and share in this fast-growing programming jack-pot. Auditions available.

BROADCASTERS PROGRAM SYNDICATE

Under Direction Of

BRUCE EELLS & ASSOCIATES

2217 Maravilla Dr. • Hollywood 28, Calif. • HO 9-5869

Open Mike

(Continued from page 14)

customer to notify us of non-delivery.

I've experimented with this receipt technique in recent campaigns. It's worked. The volume of squawks has been cut down—on "non-delivery" at any rate. . . .

Milo Ryan
Promotion Manager
KIRO Seattle

* * *

Chicago FM Grows

EDITOR, BROADCASTING:

At least in Chicago, FM (please don't recoil!) may be coming of age.

The latest count shows 14 FM stations in the city proper, with several more scattered through suburbs and outlying towns.

Most important evidence of the growing awareness of FM here is the sudden amenable disposition taken by most of the daily press. The *Tribune* and *Herald-American* are now listing FM stations in the same log as AM outlets, rather than in separate columns, as they had done heretofore.

Indeed, several FM stations receive more listings than a number of the independent AM's.

Other evidence in support of my belief is the increasing amount of publicity being gained by several indie FMers, chiefly the new vet-owned WMOR, which made a terrific splash (exclusive of a full-page ad in the *Trib)* in the local press preceding its debut. WMOR has continued to win notice, due chiefly to what broadcasters here regard as the most aggressive and rewarding programming of any FM station yet to hit the air.

Yes, the future of FM looms considerably sunnier—at least in Chicago, unquestionably one of the toughest radio towns anywhere.

Boris Breiger
Chicago

* * *

'Ghost Writer'

EDITOR, BROADCASTING:

In the midst of a promotion piece I was writing this week, for the County Tuberculosis Assn., a strange but amusing fact occurred to me.

The president of the health group, a local funeral director (Deskin Jones), asked me to write a short radio script that he could read concerning the activities of his group.

I wrote the piece. This made me a "ghost writer." Perhaps I am the only ghost writer for an undertaker!

Bill Niersbach
News Director
WKBV Richmond, Ind.

* * *

Omitted 'Promotion'

EDITOR, BROADCASTING:

The paragraph in your issue of April 11th (page 140) about my appointment by WASK and WIMS is duly appreciated. I wouldn't be surprised, however, if you got the opposite reaction from Joe McGillvra and Don Cooke who are the stations' sales reps.

You see, when the word "promotion" is omitted from the description of my service, it looks as though I had stolen some rep's account. . . .

. . . I am a national sales promotion representative. I do not supplant; I supplement the sales rep and the network salesman. . . .

Robert S. Keller
President
Robert S. Keller Inc.
New York

* * *

Liked Issue

EDITOR, BROADCASTING:

. . . our congratulations on your outstanding Convention issue of BROADCASTING.

Tony Moe
Sales Promotion Manager
WCCO Minneapolis

* * *

'Beamed Selling'

EDITOR, BROADCASTING:

. . . There is one thing in which we can be reasonably sure—if every person now engaged in selling broadcast advertising could be inoculated with just 10% of the ability of the leaders in the industry—there would be released a selling force so tremendous as to be almost unbelievable.

If every local station had on its sales staff an embryo Bill Paley or Niles Trammell or Edgar Kobak or Edward Noble then the future of sound broadcasting would be as bright as a thousand suns.

The services of these leaders are not available to local stations, but their techniques are.

. . . All creative salesmen use the IPP system of investigation, preparation and presentation. . . . The "beamed technique" of programming originated by the Broadcast Advertising Department of NAB should be recognized as one of the most important concepts in modern radio advertising. If the beamed technique of programming could be adapted to the "beamed technique" of selling, we would have forged a tool of tremendous selling force.

. . . Isn't it reasonable to assume that a profitable field exists for those companies who would specialize in providing advice, selling material and ammunition for local radio stations who wished to apply the beamed technique of selling? . . . Let's take a specific case. An investigation would be made regarding the market for milk. Surveys would show us why people buy milk and also the obstacles in the path of increased sales. Time and effort would be given to the development of an advertising theme to sell more milk. A complete merchandising plan would be devised.

This merchandising plan would be prepared in such form that it could be presented to, and easily understood by, the local dealer of milk products. It would be a complete presentation on how to sell

milk through the use of broadcast advertising. The problems in selling milk would be defined and radio advertising suggested as one of the main answers to the problem. . . .

. . . This plan would provide the tools for beamed selling on a mass production basis. It would give the local salesman the same quality of planned support enjoyed by the network president when he called on a multi-million dollar national account. The solution to successful selling is having the facts at hand.

All the important classifications for local business could be developed in a similar manner. . . . These presentations would be supplied on a fee basis by the existing transcription companies—new organizations set up for this specific purpose—or by the NAB. . . .

Allen P. Solada
Local Salesman
WHGB Harrisburg, Pa.

* * *

Book Promotion

EDITOR, BROADCASTING:

. . . . I am sure you will find the following information very enlightening and in compete disagreement with the facts published in your April 11 issue. . . . The point which I specifically consider inaccurate was the reference that one of our competitors was the most active book publisher in spot radio. Perhaps some of the following figures will justify my argument.

William H. Wise & Co. is using the CBS network over 66 stations, one half-hour weekly; 10 minutes for 4 weeks over 29 stations.

ABC—14 weeks; 15 minutes 5 times weekly, and 15 minutes 3 times weekly.

WOR [New York], 15 minutes weekly for 8 weeks.

William H. Wise & Co. is using approximately 65 independent stations during their current campaign.

As you can readily see by the above schedule (our client) William H. Wise & Co. is continuing to maintain leadership in the radio field in their category . . . has the largest list of outstanding successful radio selling books which enable them to stay on spot timebuys on stations all over the country for a longer period by switching from one book to another. . . .

As pioneers in radio advertising . . . has always been and will continue to remain the most active book publisher using radio advertising. . . .

Joe Gans
Vice President
Thwing & Altman Inc.
New York

[Editor's Note: In our April 11 issue, BROADCASTING, on the basis of information from Rorabaugh's reports, stated that "Doubleday and Co. began the year as the most active publisher in spot radio." The Wise Co. does not publicize its spot activities and the information referred to in the letter was not available to Rorabaugh and so was not mentioned in his report.]

* * *

Ready Reference

EDITOR, BROADCASTING:

. . . I was requested to find information on a moment's notice and, naturally, I turned to BROADCASTING for the latest TV statistics.

Marvin H. Hult
Director of Promotion and Public Relations
WMBD Peoria, Ill.

* * *

Local TV Talent

EDITOR, BROADCASTING:

Flurry being caused by Aylesworth predictions of things to come, serves to remind us that many broadcasters are not unlike all businessmen—too preoccupied making money the old way to see what has rapidly become the obvious. TV is here! AM is certainly on the way out! AM radio unable to conquer this enemy, may profitably investigate the opportunities of joining with him. . . .

. . . How about LOCAL television? Biggest argument against successful independent TV operations—talent cost. And it is a great consideration, but not an impossible one. Local talent developed and used by small stations in AM and FM is still being accepted locally . . . and it will in TV, even if it is not the same talent. Forget that idea of Hollywood talent for your small station. Concentrate on LOCAL talent. It can be done with a lot of planning and with some present but nominal expenditure. Small stations, looking to the future, are lining-up local talent well in advance of their inception as TV operators. Small stations can start by investigation . . . investigation of TV operations of successful stations . . . investigation of probable audience reception of TV in their respective areas . . . investigation of local talent possibilities. . . .

Arthur Stanley, NYBA
Program Director, WBOS
Liberty, N. Y.

* * *

WOLF Representation

EDITOR, BROADCASTING:

On page 82 of your April 18 issue you ran an article which several of our clients have misinterpreted to mean that station WOLF has changed national representatives. This is not the case. The Walker Co. will continue to represent station WOLF.

Our decision should not be construed as a reflection on Mr. Koste, [head of Independent Metropolitan Sales, see story page 28, April 25] whom we hardly know. It was made to continue a mutually profitable relationship with the Walker company. Our hope that the impression can be corrected springs from the fact that the agency inquiries may have been directed to the wrong firm.

T. S. Marshall
President, General Manager
WOLF Syracuse

Roslow to Speak

DR. SIDNEY ROSLOW, president of The Pulse Inc., will speak on "Who Owns Television Sets and What Do They Listen To" at the May 5 monthly radio-television luncheon of the New York chapter, American Marketing Assn., at the Hotel Shelburne.

BROADCASTERS PROGRAM SYNDICATE

Success Story...

Each member station of the Broadcasters Program Syndicate pays *one small weekly fee,* receives the Syndicate's entire program output. Aggegate fees already furnish you these *network-calibre* programs . . .

SERIES No. 1

"PAT O'BRIEN FROM HOLLYWOOD"

Award-winning 5-quarter-hour variety strip, starring radio's beloved master story teller.

SERIES No. 2

"FRONTIER TOWN"

Radio's first authentic class-A half-hour Western dramatic series. The *Cimarron* and *Red River* of radio.

SERIES No. 3

"The Adventures of FRANK RACE"

Half-hour mystery adventure featuring Hollywood's most outstanding talent. On a par with the best network adventure thrillers.

Additional members mean additional funds to provide additional programs . . . . *without additional cost to you.*

"MONKEY ADVERTISERS"?

NO SIR!

Advertisers who want results don't leap around from station-to-station in Cleveland. They stay on WHK where they reach the largest audience at the lowest (Network station) rates. During the first week in April, one WHK advertiser used two program announcements to ask listeners if they wanted the program continued . . . 1894 replies in the same week demanded the program. So you see . . . in Cleveland there is a reason why . . .

THEY *STAY* ON

WHK

The Paul H. Raymer Co.
National Representative

It's Mutual

BROADCASTING
TELECASTING

Vol. 36, No. 18 WASHINGTON, D. C., MAY 2, 1949 $7.00 A YEAR—25c A COPY

CAA BREWS STORM

Broadcasters Fogbound on Antenna Standards

By RUFUS CRATER

A STORM of complaints was brewing in broadcasting circles late last week as tentative CAA antenna-site standards were disclosed to a select industry group with a call for a conference to discuss them Tuesday (May 3) with FCC representatives.

Observers almost unanimously protested that the proposed "criteria," not yet made public officially, would substantially limit television and FM due to the additional antenna heights these services require, and in general would give aviation interests far more than adequate protection.

They protested vigorously against what they called "too short notice" for study of so "complex and complicated" a document. Some authorities felt weeks might be needed to examine them adequately and appraise all possible ramifications.

A movement was on foot to secure postponement of the Tuesday conference, but there was no immediate indication whether it would be successful.

Broadcasting representation at the conference was understood to be limited to NAB, the major networks, FMA and TBA. Several representatives of aviation interests reportedly were invited.

It was assumed the standards would not apply to existing antenna structures—but authorities pointed out that as now written they contain no such waiver.

FCC Comr. E. M. Webster, circulating the proposals as chairman of the Interdepartmental Committee, said they represented a "coordinated plan of aviation interests."

If found acceptable by FCC, they undoubtedly would be incorporated into the Commission's rules. In that event, Comr. Webster said, formal adoption would be preceded by a hearing at which broadcasters could air their views.

The proposed standards, in preparation for more than a year, would impose no restrictions on antennas less than 170 feet above ground "except in near proximity to airports and approach areas." Comr. Webster noted in his letter of transmittal. Nor would there be restrictions on those less than 500 feet above ground "except in airdrome and approach areas and in a part of the airways system," he added.

Broadcast applications contemplating antennas more than 500 feet high, however, would require "special aeronautical study" regardless of location. Special study also would be necessary in the case of antennas to be located in:

(1) The network of federal airways where the tower construction would require a raising of the minimum altitude at which planes are allowed to fly;

(2) Certain seacoast corridors to major military bases;

(3) An area 10 miles square centered on the radio facility used for the final landing of aircraft;

(4) Airport and airport approach areas.

Comr. Webster explained that, under the proposal, "when an application is made for a tower that exceeds the limits of the criteria, aviation studies will be made by a committee of interested government agencies along with the FCC to determine whether or not an exception in a particular case would be in the public interest."

He said the standards were directed to four objectives: (1) To define clearly the conditions under which towers can be erected without aeronautical study; (2) to protect expanding aeronautical operations; (3) to define requirements for painting and marking towers; (4) to reduce the number of applications which require areonautical study.

Lists Benefits

Comr. Webster listed several benefits which would accrue to applicants proposing towers less than 500 feet high.

First, he said, the standards would show applicants where they might erect towers without getting aeronautical approval, thus speeding the job of processing these applications. Applicants also would have the right to construct up to 500 feet on airways (in limited areas) without submitting the proposal for aeronautical study, he continued, and the inconsistency of treatment which arises under present policy would be eliminated.

He also saw limitations resulting from the plan: There would be more rigid protection for airdrome and approach areas, and there would be specific restrictions on construction over 500 feet.

In instrument-approach areas a 100-foot limit would be placed on the height of antennas located in the first three miles out from the runway. The limitation would increase thereafter at the rate of 25 feet for each additional mile out to 10 miles but in no event would exceed 200 feet.

Further, antennas could not exceed 170 feet above the airport or ground if located within three miles around "larger" airports. Beyond the three-mile range the

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CHISEL SPLURGE

P.I.-kers Proposition Video

See editorial, page 44

SPRING has turned, as never before, the fancy of time chiselers and P. I. purveyors to thoughts of radio. And, for the first time, the P. I. marketers have embraced television.

Initial effort of the P. I. industry to proposition TV stations came to BROADCASTING's attention last week, along with several attempts by well-known space-buying corporations to get a free ride on the air. NAB, too, has been bombarded with station complaints of unethical offers.

Topping these time-chisel attempts is an effort of the Canadian government, itself operating commercial broadcast stations, to obtain free advertising through a series of transcriptions exploiting the charms and trade advantages of the Dominion (story page 48).

Stations applied such expressions as "preposterous" and "outrageous" to a 14-minute transcribed commercial offered by Hugh W. Hitchcock, director of public relations, Packard Motor Car Co., Detroit.

Mr. Hitchcock's form letter to stations lauded radio as "an extremely important news medium" and said Packard's efforts to serve radio news editors had culminated in "Golden Anniversary Report," described as "a news release custom tailored for radio in 14-minute transcription form." Script of the disc was enclosed with the letter.

'Exclusive to Radio'

"Frankly, this is an experiment," Mr. Hitchcock wrote, adding that much of the material is "exclusive to radio." The disc consists of 50th birthday observations by Packard officials.

Mr. Hitchcock said news releases were being sent to newspapers. He did not mention any use of paid white space by the Packard Co.

In a typical reply to Packard, Pete Schloss, president of WWSW Pittsburgh, wrote:

"Our news editor does not consider the material to be legitimate news, and referred it to our continuity department. They find the commercial content far exceeds our limitations on advertising copy for a 15-minute program. Therefore, WWSW is unable to run your 'Golden Anniversary Report' on either a sustaining or a commercial basis.

"We hope radio will continue to deserve your regard as an important news medium, as well as an effective advertising medium. The operating policies, which prohibit our carrying your program, are designed to further these ends."

Similar complaint has been made in the case of a boastful brochure published by the American Viscose Corp., large rayon producer. The company publishes a series of advertisements placed in magazines and business dailies, and then boasts that it has "supplied up-to-date news about fabric developments and rayon care to newspapers, magazines and radio stations throughout the country."

This is followed by a reminder that: "Everyone involved in the

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AT SPEAKERS' ROSTRUM of American Newspaper Publishers Assn. annual meeting in New York last week (Wednesday afternoon session) was David W. Howe, ANPA president. Attentive listeners (l to r): Niles Trammell, NBC president; Walter D. Fuller, Curtis Publishing Co. president and National Assn. of Magazine Publishers board chairman, and William A. Butler, publisher of Holland (Mich.) *Sentinel*.

ANPA

Radio, Press Not TV Victims—Trammell

(See Editorial page 44)

NEITHER newspapers nor radio will be knocked out by the growth of television, American Newspaper Publishers Assn. was told Wednesday at its 63d annual meeting at the Waldorf-Astoria Hotel, New York.

This assurance was given by Niles Trammell, president of NBC, who spoke on television, and by William C. Gittinger, vice president of CBS, who spoke for radio.

Their addresses were part of a session called "Space & Time in the Buyer's Market," conducted by the ANPA's Bureau of Advertising. The program marked a precedent in ANPA annals because it was the first time that newspapers' competitors for the advertising dollar ever shared so important a part of their agenda.

Held concomitantly with the ANPA sessions was a series of meetings of Associated Press, International News Service and United Press.

At the various meetings these points, important to radio, were made:

- All advertising revenues of all media have increased in the face of a competitive situation.
- Television is expected to increase its billings this year three times, to $25 million.
- Radio stations are becoming more widely accepted by newspapers as important to the economic well-being of wire services (see story page 32).
- Number of radio clients of the major wire services continues to increase so rapidly as to outdistance completely new newspaper clients.

At the Bureau of Advertising session, Mr. Trammell said television, far from being a competitor of newspapers, is in many respects the partner of newspapers. He explained that newspapers currently are the biggest block of TV station owners.

"We are currently sharing the losses and we'll be sharing the profits later on," he promised.

Mr. Trammell told of the experiences of publishers who are operating NBC-affiliated television stations. One, telecasting 27 months, showed a total operating deficit of $250,000, is currently running $1,500 in the red per month, but expects to be in the black by the end of the year. Another, on the air since the end of 1947, has lost $286,000 to date, is currently dropping $11,000 monthly but expects to be in the black by September or November. A third station in the East is losing $15,000 a month but expects to put away the red ink by October or November. Still another, telecasting since March 1947, has suffered operating losses of $925,000, had a $40,000 deficit in April but hopes to reach the break-even point in April 1950.

Newspapers also have been profiting from radio and television advertising and in that respect are in a further partnership with radio, said Mr. Trammell. He told of one midwest publisher whose newspaper received $150,000 worth of video set advertising while the paper invested $421,000 for a TV station.

He reassured the publishers that television would not kill advertising business via the printed word.

"It is doubtful that television will displace any medium that is really doing a good job," he said.

He cited radio as an example of how a competing medium influences expansion of the total advertising dollar. Radio advertising increased from $10,500,000 in 1928 to an estimated $350,600,000 in 1948 but during the same period newspapers advanced from $236,000,000 to $389,000,000 in national advertising and magazines from $177,700,000 to $462,000,000, he said.

Television's income last year was $8,700,000, amounting to one-third of total station operating expense, he said but he estimated that in 1949 total time sales will amount to $25,000,000.

As for the effectiveness of the selling job television can do, Mr. Trammell cited numerous examples of sales successes. Television offers the advertiser "impact" to a degree never before achieved in advertising, he said.

Mr. Gittinger, who offered encouragement to broadcasters in the face of television competition, predicted that, far from dying, radio will continue to grow.

"It's quite possible," said the CBS vice president, "that radio may be blitzed temporarily in a market like New York; we are under the gun right now . . . full-page ads day after day . . . tremendous pressure . . . tremendous set sales.

"If that should happen, I believe that radio will soon come back and find its proper place, just as phonograph records did. You'll recall that they were blitzed when radio came in. . . .

"I believe that radio and television will develop together as complementary media, just as complementary as magazines and newspapers are—even though you can't read a magazine and a newspaper at the same time. But there's a time and a place for each."

The session on all media was kicked off by William A. Butler, publisher of the Holland (Mich.) *Sentinel*. He stated outright that "we of newspapers haven't exactly been accused of being in love with our competitors.

"But I think we've got to admit that newspaper advertising today is a far more efficient instrument because newspapers have faced very real and very powerful competition for the advertiser's dollar," he said. A premature "funeral oration" was read over magazines at the advent of the automobile, the motion pictures, radio and now television—yet magazines have now reached their all-time high mark, he added. Gross revenue from magazine readers in 1948 was $500 million against $150 million in 1929 and from advertisers in 1948 $462 million against $197 million in 1929, he said.

Speaking for newspapers, Thomas W. Walker, president of the American Assn. of Newspaper Representatives, said that newspapers have lead all media in general advertising gains in 1947, 1948 and thus far in 1949. He declared that the newspaper comes into its own as an advertising medium when selling gets more competitive and "markets have to be conquered."

Harold S. Barnes, director of the Bureau of Advertising, stressed the value of newspapers as an advertising medium because their circulation can be purchased piecemeal, in markets where particular goods might have the greatest potential sale.

He asserted that in selling various media, too much emphasis was placed on how many people a medium reaches instead of on why people reach for the medium. People reach for the newspaper because it has an unparalleled local flavor, thus is able to perform an important selling effort on the local

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* * *

AMONG radio and newspaper executives at speakers' table at April 27 afternoon session of American Newspaper Publishers Assn.'s annual meeting in New York were (l to r): Harold V. Manzer, advertising director, Worcester (Mass.) *Telegram-Gazette* (WTAG WTAG-FM), and president, Newspaper Advertising Executives Assn.; Thomas W. Walker, of Sawyer-Ferguson-Walker Co., publishers, president of American Assn. of Newspaper Representatives, and William C. Gittinger, CBS vice president in charge of sales.

SPOT, LOCAL GAINING

'Trends' Finds Optimism

By ROBERT LUCE

EVIDENCE THAT advertising men and station representatives are not unduly worried by current business conditions was found in the April BROADCASTING TRENDS Survey, the 19th in BROADCASTING'S continuing study of executive opinion in radio and its allied arts.

Optimism prevailed in their estimates of 1949's spot and local time sales, although most felt there would be a barely perceptible drop in the networks' revenues for 1949.

BALLOT

A Continuing Study of Executive Opinion

On the ballot agency radio men and station representatives were asked to estimate the percent increase or decrease 1949's business would show compared with 1948. The mean of all of their individual estimates was that network business would drop 0.8% in 1949. (See Table I.)

Those who answered the question were most cheerful about spot radio. Less than 20% felt that spot would show a decline, and the mean percent of all replies indicated that spot business would increase about 4.5% in 1949.

Local business, too, was judged healthy and growing. Agency men, many of them operating agencies handling local radio accounts, felt that local radio would turn a record 3.4% higher than in 1948.

If these predictions are accurate, radio's total net revenues would increase about $4 million in 1949, even though network totals would drop approximately $1 million.

TV Impact

Few agency men said TV would have a measurable impact on radio in 1949. If it did have impact, they felt it would occur at the network level, and this may account for the lack of optimism where network business was involved.

The survey was remarkable, however, for its lack of comment on television where dollar revenues were concerned.

Advertising men were asked what they expected in network programming during the year. Daytime radio, they said, would see less of the serial drama, in the opinion of nearly three-fourths of the respondents, and more use of popular music. They also predicted that there would be more audience participation shows in daytime, and less news and commentary. This last answer, of course, was qualified in many instances, with a reference to the international situation. (Table II.)

As things stood in 1948, serial drama occupied 51.6% of daytime radio time; audience participation, 25.4%; news and commentators, 7.3%, and popular music, 6.8%.

End of 'Columnist'

Opinion was split on evening programming, but the agency men definitely felt that day of the "columnist" was gradually ending—83% said they felt radio columnists would be heard less on network evening shows than in 1948.

On the positive side, they felt that there would be more variety programming, with good music and comedy intermixed—the kind of show that is billed as "good family entertainment" for light evening listening. Eighty percent of those polled thought there was a trend for network evening shows in this direction. Sixty-six percent thought dramatic shows would increase, and 62% thought audience participation shows would increase.

In 1948, evening network programming hours were divided 15.9% for news and commentators; 14.6% for variety; 12.6% popular music; 11.9% mystery drama; 11.3% plays; 10.6% audience participation; 10.3% situation comedy; 4.3% radio columnists, and 3.4% concert music.

Consensus of opinion was that straight news programming, popular music, mystery drama and concert music would remain in about the same proportion as formerly.

Agency men looked to automotive advertising to show the most increase in its budget for 1949. The long years of scarcity, they feel, made it relatively unnecessary for auto accounts to spend at top rates. Now that auto production has reached such a high level, and backlogs of orders are melting away, advertising men are confident that auto advertising on networks and with spot radio will increase. (Table III.)

They were most positive about spot radio advertising by automotive accounts. More than 87% of those answering said they expected to see an increase in this category of spot business. They were nearly as optimistic about automotive use of network programming. About 85% felt that this would be one category of network business that would show a substantial gain during the year.

The only other types of account that agency men felt would show some substantial increase in network timebuying were smoking materials and food.

In spot, there were several categories in which agency men could detect some increases in appropriations for 1949. Among them are food advertising, soaps, cleansers and polishes, retail advertising, and candy and soft drink advertising.

Contrary-wise, they indicated they had experienced some cut in their beer and wine spot users, and in drug accounts.

On the whole, these agency men indicated in their answers that they thought radio would be on a relatively even keel for the remainder of the year. No great advances like those of the war years were predicted, and no serious radio recession was apparent. There were weak spots indicated, among the various product groupings, but none so overwhelming as to cause alarm. And where the agency men felt some advertisers were cutting budgets, they indicated that others would increase to restore the balance.

Being close to the advertisers, and knowing the planning that has gone into the campaign for 1949, they are in a unique position to assess these trends.

Station representatives who answered were definite in their opinions on spot business, only a few predicting a drop in this form of radio advertising.

In general, the representative felt that auto advertising, beer and wine, and retail spot advertising would be the most likely to increase during the balance of the year.

TABLE I

Do you think network, spot and local business will increase or decrease in 1949? By what percent?

Type of Advertising	Mean estimated increase or decrease
Network	—0.8%
Spot	+4.5%
Local	+3.4%

TABLE III

RADIO BUDGETS IN 1949:

Top categories of network and national spot radio advertisers in 1948 are listed below. Which of these categories will increase or decrease their radio budgets in 1949?

National Spot	More	Less	About Same
Food and Food Beverages	√		
Drugs			√
Soaps, Cleansers and Polishes	√		
Automotive	√		
Confectionery and Soft Drinks	√		
Beer and Wine			√
Retail	√		

Network	More	Less	About Same
Food and Food Beverages	√		
Toiletries			√
Drugs and Remedies		√	
Smoking Materials	√		
Soaps, Cleansers, Etc			√
Household Equipment			√
Automotive	√		
Confectionery and Soft Drinks		√	

FRED SCHILPLIN

KFAM Owner Dies

FRED SCHILPLIN, 81, Minnesota publisher and radio pioneer, died Thursday evening in a taxicab in New York. He suffered a heart attack.

He was on his way from the ANPA meetings (see page 24), in which he had taken an active part, to catch a train for Washington, D. C., where he was to see FCC Chairman Wayne Coy Friday morning.

Mr. Schilplin was editor and publisher of the St. Cloud (Minn.) *Daily Times* and was president of KFAM and KFAM-FM St. Cloud. His son, Frederick C. Schilplin, has been the active manager of his radio properties. Also surviving is his widow, the former Maude Colgrove, of Minneapolis, whom he married June 14, 1899.

Kobak Feted

EMPLOYES at Mutual's New York headquarters gave a farewell party to Edgar Kobak, retiring president, last Friday. Mr. Kobak, spending the last day on the job before Frank K. White, former president of Columia Records Inc., succeeds to the MBS presidency, was feted at a reception in the network's conference room.

TABLE II

PROGRAM TYPES:

Which network program types do you think will be used more, and which less, in 1949?

Evening	More	Less	About Same
News and Commentators	√		
Variety	√		
Popular Music			√
Mystery			√
Plays	√		
Audience Participation	√		
Situation Comedy	√		
Radio Columnists		√	
Concert Music		√	

Daytime	More	Less	About Same
Serial Drama		√	
Audience Participation	√		
News and Commentators		√	
Popular Music	√		

SCHUSTER'S 18 RADIO YEARS . .

IN November 1931, Schuster's, Wisconsin's largest department store, bought its first radio show. It was a 15-minute program, *Billie The Brownie*, scheduled to run for a five to six week period to help create interest in Schuster's annual Christmas parade. Eighteen years later Schuster's still runs the pre-Christmas *Billie The Brownie* programs.

Billie The Brownie was just the beginning—Schuster's initial radio schedule has been increased, however, to more than five and a half hours per day of radio programs to make Schuster's one of the largest department store users of radio in the country. In fact, Schuster's believes, according to all available information it's the largest user of radio programs in any single city in the country.

The story of Schuster's growth from one Christmas promotional program to a schedule of programs that run from 8:30 a.m. until 11 p.m. is logical. Radio has been successful for Schuster's and is being treated accordingly. The 1949 Schuster's radio schedule varies from women's programs to dramatic programs, from polkas to popular music.

OFFICIALS of Schuster's, five Milwaukee stations and Cramer-Krasselt Co. discuss merchandising and promotion plans for Schuster's five and a half hours of daily programming. L. to r: Jack Bundy, WMAW general manager; A. W. Seiler, Cramer-Krasselt president; Jerome Sill, WMLO vice president-general manager; Ethel Wing, Schuster's special promotions director; Russell Risley, public relations director for the store; Russell Winnie, WTMJ manager; Jerry Bartell, WEXT general manager; Hugh Boice, WEMP general manager, and Jerry Stolzoff, Cramer-Krasselt radio-TV director.

* * *

This is the current schedule:

8:30-9 a.m., Mon-Fri., *Schuster's Morning Musicale*, WEMP Milwaukee. Thirty minutes of light, popular music, weather forecasts and news.

10-11 a.m., Mon.-Fri., *Schuster's Musical Kitchen*, WMLO Milwaukee. Household hints, polkas and western music.

11-11:30 a.m., Mon.-Fri., *Schuster's Scrapbook*, WEMP. Built to appeal to the universal desire to "reminisce." Each morning Bob Bramhall goes back into the Schuster's scrapbook to a bygone year to build a program around the music, news, oddities and memories of yesteryear.

11:45 a.m.-12 noon, Mon.-Fri., *Schuster's Carla Program*, WTMJ Milwaukee. Now in its fifth year, this program was the only women's program to receive the grand award in the 1948 NRDGA selections. The *Carla* program is built around subjects appealing to the broad interests of women. Nationally known guests are a regular feature. According to Hooper, this program has the largest audience of any daily women's program in Wisconsin.

2:45-3 p.m., Mon.-Fri., *Jim Ameche Show*, W E X T Milwaukee. Jim Ameche's dramatic narratives are the background for this radio schedule which features "O Henry" type stories plus popular music.

3-4 p.m., Mon.-Fri., *Schuster's Guests and Requests*, WEMP. Popular request tunes, guest appearances of stage, screen and radio stars provide an easy-going hour designed to provide a background for afternoon housework. The heavy popularity of this program was tested recently with an offer of 25 sets of tickets for those persons who could most accurately name the order in which six records had sold. Over 300 letters were in the first mail following the program and continued to pile in for two days after the offer, which was mentioned briefly during one program.

4:15-5 p.m., Mon.-Fri., *Schuster's Musical Matinee*, WMAW Milwaukee. The "Schuster couple," Helen Day and Joe Andres, mix light patter and popular music into this late-afternoon women's show. Music is kept in the light popular class to match the mood of the program.

6-6:30 p.m., Mon.-Fri., *Schuster's Polka Party*, WMLO. This dinner time program of polka music capitalizes on the meteoric growth of polka popularity in Milwaukee. A six piece polka band, complete with all the trimmings of a polka party are featured on this evening program.

10:45-11:30 p.m., Mon.-Fri., *Schuster's Serenade*, WMAW. Milwaukeeans are invited to "say hello" to host Hal Walker before they say goodnight. The Schuster's serenade is a relaxed, late-evening 45 minutes of Broadway hit tunes and all-time favorite songs.

Schuster's strict advertising expenditures have always been primarily in newspapers and continue to be. Radio, however, is considered an integral and basic part of store promotion. While a definite percentage of Schuster's total radio time is devoted to institutional stories and the promotion of store services, the majority of program time is devoted to selling specific items of merchandise and it's here that the program has been most successful. With such outstanding results as:

. . . selling 600 cook books within 24 hours after they were first described on one of the Schuster programs.

. . . stepping up the sale of electric blankets over 50% after a week of promotion on one of the shows.

. . . causing three re-orders of a brand of liquid makeup after three weeks of scattered announcements on the basis of one per day rotating on the various programs.

The sheer weight of five and a half hours of radio programming is bound to create community interest and store traffic, but the real success of the programs, it is believed, is due to a definite set of policies.

1. Selecting Times And Programs That Will Reach And Appeal To The Largest Portion Of The Desired Audience. Each of Schuster's programs is aimed at a specific market or geographical section of the city. All programs are on Monday through Friday schedules to assure solid impact upon each of the audiences. Some of these programs have been simple revisions of already popular station features; others represent completely new programs for the station. In most cases, programs are carefully placed in a sequence of similar shows to assure maximum listenership among the type of people Schuster's is trying to reach. Both Schuster's and their agency believe in the value of this "block programming."

2. Adapting Commercials To Programs. With the exception of the *Carla* program, all Schuster programs carry promotions for the same products and the same store services. With the programs beamed at different audiences, it is obviously necessary to change the "slant" on the commercials, to assure maximum effectiveness on each program. This is done by adjusting the commercials to best suit the listeners for each program. Wide latitude is given to the personalities on each program.

3. Newspaper Promotion. At least once a month large space advertisements are run in the *Milwaukee Journal*, carrying listings and photographs of all Schuster's programs. These advertisements run two full columns in the screen and radio section of the *Milwaukee Journal*. In addition, four inch advertisements appear four times weekly adjacent to radio listings in the same newspaper. Both of the Milwaukee newspapers carry frequent "drop ins" for various programs. These newspaper advertisements are believed to be a definite factor in the ever increasing audience for Schuster's programs.

4. In-Store Display. All products promoted on Schuster's programs carry special display cards,

(Continued on page 47)

* * *

FEATURED personalities on eight of Schuster's daily programs (l to r): Bill Bramhall, *Schuster's Scrapbook*, WEMP; Joe Andres, *Schuster's Serenade*, WMAW; Bob Bradley, *Schuster's Cactus Jack Show*, WMLO; Helen Day, *Schuster's Matinee*, WMAW, Mary Lee, *Schuster's Musical Kitchen*, WMLO; Carla, *Schuster's Carla Show*, WTMJ; Tom Shanahan, *Schuster's Guests and Requests*, WEMP, and Cy Nelson, *Schuster's Morning Musicale*, WEMP.

SERVICES BIDS

Agency to Be Named Soon

FOUR nationally-known advertising agencies, including the incumbent Gardner Advertising Co., are in the forefront of competition for the joint U. S. Army Air Forces advertising account for the fiscal year 1950, it was learned last week. Final selection is expected to be announced jointly by Secretaries of the two branches early this week.

The account, entailing the services' recruiting activities in radio and other media, is currently handled by the Gardner agency, with the contract expiring June 30, end of the present military fiscal year.

Other agencies which reportedly made presentations are Ruthrauff & Ryan, N. W. Ayer & Son and the Caples Co. A total of 44 agencies were invited to submit bids, with 11 present at the initial conference April 12 and 13, it was understood. The field then was narrowed down to the present four.

Appropriations for the 1950 campaign are expected to be cut substantially on the basis of the military's requests to Congress, which still must act on budgets, it was pointed out. Authoritative Pentagon sources place the overall media appropriation at roughly $2,300,000. Allowing for all allotments to local Army service areas, the new amount is expected to approximate about $1,800,000 for a working national campaign, it was said.

$5 Million Now

The current overall sum is about $5 million with about $1 million, or 20%, going to local areas. Current total represents an increase over the previous fiscal period, it was pointed out. N. W. Ayer handled the account in 1947—fiscal 1948.

Part of 1950's contemplated decrease may be restored, however, by incorporating the Navy and Coast Guard accounts under one lump appropriation, in view of the unification picture, it was learned. The Navy recruiting budget reportedly runs close to $1,200,000 for all media, and has been handled in the past by J. Walter Thompson Co. William Von Zehle & Co., handled the Coast Guard account.

Roberts Named

CHESTER ROBERTS, former account executive for William Lawrence Sloan Advertising, New York, has been appointed co-director of sales promotion for M. Nirenberg Sons Inc., manufacturer of Lion of Troy shirts and sportswear. Mr. Roberts plans a stepped-up national advertising campaign with dealer tie-in, using radio and television in various markets, with open-end announcements for local dealers.

Latest photo of the "Flying Rooster" [BROADCASTING, April 25] with Mr. Shipley lifting sack of flour from plane in a goodwill exchange between the governors of Kansas and Oklahoma. Inset: Mr. Marquardt.

* * *

WIBW AIR CRASH

Shipley, Marquardt Are Killed

TWO WIBW WIBW-FM Topeka executives, Gene Shipley, farm service director, and K. G. (Pug) Marquardt, chief engineer, were killed when the WIBW single-motored Beach Bonanza "Flying Rooster" crashed in a storm 15 miles north of Hutchinson, Kan., last Tuesday night. A third member of the party, Parry Reed, a farmer who lived near Reading, Kan., also was killed.

The party left Windom, Kan., 35 miles from Hutchinson, in the "Flying Rooster" about 10:30 p.m. Tuesday after Mr. Shipley had given a talk before the Windom 4-H Club. Group had intended to stay at Hutchinson over night. The crash occurred a half hour later, but the wreckage was not found until 1:30 p.m. Wednesday, WIBW reported.

In Radio Since '22

Mr. Shipley, 49, a native of Stanwood, Iowa, had been in radio since 1922 and with WIBW as farm service director since 1939. In addition to his work with the station, he did reporting and photography work for the Capper Publications. He is survived by his wife, Mrs. Bess Shipley of Topeka; a son, Eugene, of Los Angeles, and a daughter, Mrs. Frances Kimmons, St. Joseph, Mo.

Mr. Marquardt, 36, was born in Guthrie, Okla., and had been an amateur radio operator since he was 14 years old. He served as chief engineer for KCKN KCKN-FM Kansas City, as well as for WIBW WIBW-FM. He had joined the stations in August 1943. Recently he had supervised the installation of Transit Radio facilities in Topeka busses. While a student at the U. of Kansas, he had worked for WREN Lawrence and later was assistant chief engineer at WDAF Kansas City. He was pilot of the WIBW plane and was at the controls when the crash occurred. Surviving him are his wife, Mrs. Laura Skinner Marquardt, and a nine-year-old son, Kenneth.

Funeral services for both Mr. Marquardt and Mr. Shipley were held last Friday. Mr. Marquardt was buried at Baldwin, Kan., and Mr. Shipley at Topeka.

Mr. Reed, 32, a member of the Flying Farmers of Kansas, is survived by his wife, Mrs. Alberta Reed, and two children, Philip, 5, and Nancy Jane, 3.

TBS EXPANDS

Signs 26 More Stations

TWENTY-SIX additional stations joined the newly created Transcription Broadcasting System within the last 30 days, Ray Green, executive vice president, has announced. This brings membership of the transcription network to 142.

Majority of the stations signed with TBS are now broadcasting at least two of the five shows supplied by the network, and more than 50% have sponsors for the *Hollywood's Open House* series, according to Mr. Green.

The 26 stations added to TBS membership are:

WQXI Atlanta, Ga.; WBBQ Augusta, Ga.; KPMC Bakersfield, Calif.; WGBA Columbus, Ga.; WELD Columbus, Ohio; WBAY Coral Gables, Fla.; WCVA Culpeper, Va.; WBIZ Eau Claire, Wis.; KXOL Fort Worth, Tex.; WLCX La Crosse, Wis.; WCMB Harrisburg, Pa.; WMFR Lewistown, Pa.; KGER Los Angeles; WOAY Oak Hill, W. Va.; KLX Oakland, Calif.; KFSD San Diego; KSJO San Jose, Calif.; KVL Seattle; KISD Sioux Falls, S. D.; KWG Stockton, Calif.; WKOK Sunbury, Pa.; WSBR Superior, Wis.; WLCR Torrington, Conn.; KBIZ Ottumwa, Iowa; WLNA Peekskill, N. Y.; WRIB Providence, R. I.

AFL RADIO PLAN

Year-Around Promotion Set

A YEAR-AROUND CAMPAIGN to promote the use of radio by AFL local unions was announced last week by officials of Labor's League for Political Education, AFL political wing established for the last general election campaign.

A series of six 13-minute transcribed forum programs, presenting members of Congress and AFL executives in discussions of current national issues, has been prepared to open the drive and is being used by 124 local stations, officials reported.

The radio department also is developing special programs for special areas, and is encouraging Congressmen to make weekly reports to their constituents via their local radio stations. The League is preparing wire recordings of statements by key Congressional figures and labor representatives which will be available for dubbing into these recorded reports.

M. S. Novik, radio consultant for the League, explained that the campaign is built on lines similar to the local-station formula he devised in support of President Truman and labor-endorsed local candidates during the 1948 campaign. These, however, were commercial.

The programs, he said, are "non-political, educational" and feature the local angle. On the transcribed series, for example, provision is made for local introduction of each program. The League will furnish a sample introduction which may be adapted locally. Arrangements for use of the transcriptions also are made by local union representatives, who are furnished with promotion and newspaper advertising material by the League.

Central labor bodies are being urged to contact representatives of their local stations to seek time for the presentations. Sample scripts are issued to show station officials the nature of the series.

The first two programs of the series deal with the Taft-Hartley Law, with Rep. Andrew J. Biemiller (D-Wis.) and League Secretary-Treasurer George Meany appearing on one and Sen. Elbert Thomas (D-Utah) and AFL President William Green on the other. The third relates to social security, the fourth to housing, the fifth to foreign policy, and the sixth to the question "Is Congress Doing Its Job?"

In charge of the radio drive at the League's Washington headquarters are Al Hamilton, Paul Green, and Terry Honda. Joseph D. Keenan is director of the league.

Willard To Speak

A. D. WILLARD Jr., executive vice president of the NAB, May 4 will address a joint luncheon meeting of the Chicago Radio Management and Chicago Federated Advertising Clubs in the Terrace Room of the Morrison Hotel.

INTERNATIONAL

FCC Conference Delegation Set

DESPITE Sen. Edwin C. Johnson's blast about FCC "absenteeism" and "unfinished business," the Commission last week appeared to be proceeding unperturbed with its plans to send a 14-man delegation to the Paris International Telephone and Telegraph Conference, which convenes in mid-May.

The group is to include FCC Chairman Wayne Coy and Vice Chairman Paul A. Walker as well as General Counsel Benedict P. Cottone and other key staff executives [BROADCASTING, March 21]. They plan to go from Paris to London for another conference, which would keep them away until late August.

The list of recommended representatives which will be submitted to President Truman for approval was disclosed last week. Recommendation is usually tantamount to approval in such cases. The list includes 20 FCC and State Dept. representatives.

Chairman Coy is slated to go as chairman of the U.S. delegation, with Francis Colt de Wolf, chief of the State Dept.'s Telecommunications Division, as vice chairman and Benjamin Dixon, also of the State Dept., as secretary. The group will leave May 12.

The Paris conference is scheduled to last until July 14. Then the top delegates from both FCC and the State Dept. will go to London for meeting with British officials to renegotiate the Bermuda Telecommunications Agreement. These sessions are slated to start July 21 and wind up Aug. 13.

Despite contrary experience in other recent conferences, authorities were hopeful that both the Paris and London sessions could be completed on schedule.

Plans for the Paris and London missions were laid long before Sen. Johnson (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee, accused FCC, among other charges, of absenteeism on an "alarming" scale [BROADCASTING, April 25].

Sen. Johnson did not specifically suggest that FCC curtail its role in international affairs, but told Congress that "there is just one international conference after another." At other times he is known to have praised the quality of FCC representation at such sessions. He also told Congress that FCC faces "a mountain of unfinished business which demands its undivided attention for months."

High on the list of "unfinished business" is the television problem —both VHF and UHF. Chairman Coy has delegated the coordination and supervision of these studies to Comr. George E. Sterling, former chief engineer [CLOSED CIRCUIT, April 18].

Although there is no likelihood of action before the FCC group leaves for Paris, it is assumed that the top members will be kept informed of progress, and it appears probable that the case will be ready for action at least by the time they return.

In the absence of the Chairman and Vice Chairman, authorities assumed that Comr. Rosel H. Hyde, as senior remaining member, will serve as acting chairman. He also has been a key figure in the clear-channel case—another high-priority piece of unfinished business.

Other major cases in the unfinished category are the Mayflower editorializing question; proposed rules outlawing giveaway programs; the question of networks representing affiliates for the sale of national spot advertising; proposed new rules on multiple ownership; the radio (particularly TV) qualifications of motion-picture producers and others involved in anti-trust decisions; the proposal to eliminate competitive bidding on station sales but to require local advertising of all basic applications and establish 90-day cut-off dates for mutually exclusive applications; and the proposal to let examiners' recommended decisions stand as the Commission's proposed decisions.

FCC and State Dept. representatives slated to attend the Paris conference are

FCC—Chairman Coy; Assistant Chairman Walker; William J. Norfleet, chief accountant; Mr. Cottone; Harold J. Cohen, assistant general counsel in charge of Law Bureau's Common Carrier Division; Marion H. Woodward, assistant chief engineer in charge of Common Carrier Division, Engineering Bureau; Robert E. Stromberg, assistant chief accountant; Jack Werner, assistant chief of Law Bureau's Common Carrier Division; John Russ, Engineering Bureau; John Lambert and Martin R. Haven, Accounting Bureau; Edward L. Clinkscales, Enginering Bureau; Lillian Conley and Johanna Oswald of the Chairman's office, secretarial staff.

State Dept.—Mr. de Wolf, chief of the Telecommunications Division; T. H. E. Nesbitt, assistant chief; Helen G. Kelly, special assistant to Mr. de Wolf; Benjamin Dixon; Virginia Siler and Hazel Briggs, secretarial staff.

Drawn for BROADCASTING by Sid Hix

"It came with a letter applying for that disc jockey job we ran an ad on!"

CBS EXECUTIVES

AM-TV Realignment Announced

Mr. Fineshriber

Mr. Becker

Mr. Grossman

EXECUTIVE realignments at CBS were announced last week by James M. Seward, vice president in charge of operations.

I. S. Becker, director of program operations, will expand his negotiations activities, handling all talent deals for television and radio, union contracts in the program field and negotiations with agencies on package programs. Mr. Becker will also prepare and supervise AM program department budgets, AM and TV subsidiary rights sales, program typing and Ediphone.

William H. Fineshriber Jr., former general manager of the program department, becomes director of operations, with the following department divisions reporting to him: Traffic, purchasing, mail and file, copyright, network operations, sound effects, literary clearance, music library, record and script library and broadcast tickets.

Former director of broadcast operations, Henry Grossman becomes director of plant and construction, continuing supervision of AM and TV technical and building operations.

Mr. Becker joined Columbia Artists Inc., then a CBS division, in 1934 as business manager and assistant director, becoming a vice president in 1940. Appointed assistant director of CBS operations in 1942, he was made associate director in 1946 and assumed his present post in January 1948.

Joining CBS in 1931 as a publicity writer, Mr. Fineshriber left to manage Carnegie Hall from 1934 to 1937, returning to the network as music program annotator and intermission speaker on the CBS Sunday afternoon concerts. Named head of the CBS music division in 1940, he was appointed director of shortwave programs a year later, and in 1943 was named assistant director of broadcasts. He assumed his present capacity in 1947.

Mr. Grossman joined CBS as chief audio engineer in 1930, becoming Eastern Division manager a year later. He was named chief engineer for WABC (now WCBS) New York, in 1937. In 1942 he became technical director of the network, and in 1947 was named assistant director of operations, taking over his present post in August 1948.

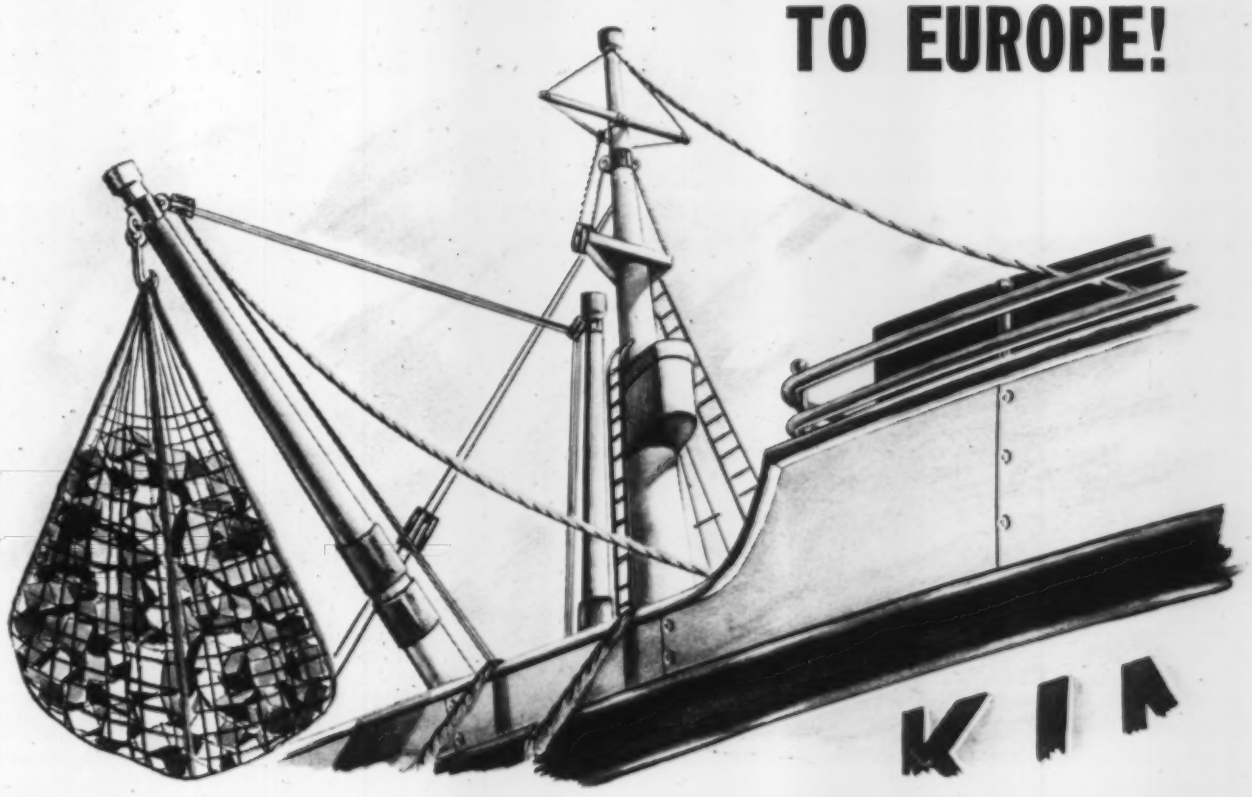
RAZOR DRIVE

American Safety Plans Spots

AMERICAN Safety Razor Corp., Brooklyn, on behalf of its Silver Star razor blades, made of a new metal, duridium, is launching an extensive advertising campaign. The radio portion is expected to start "well into the fall," after the "hot weather months."

The agency, Ruthrauff & Ryan Inc., expects to use some 7,300 radio spots during a concentrated period in cities across the country, covering all major markets. R&R has not yet started to buy time for the campaign, but it is understood that one-minute spots will be used.

WHO LISTENERS SEND 260,000 PARCELS TO EUROPE!



IN December, 1945, WHO began telling its listeners about the great need for clothes, medicine and food in Europe—told its listeners that by writing to WHO, they could get the actual names of needy families in Europe to whom relief packages could be sent. The results for the first four months were startling: *Listeners in 39 states sent 22,500 packages to families in Norway, Holland and France!*

Elated, WHO decided to continue the appeals for as long as the need existed, though a rapidly-diminishing response was anticipated. Time proved otherwise. Instead of losing interest in the following three years, WHO listeners *stepped up* their rate of giving—*have now sent more than 260,000 parcels to eight European countries!*

What sort of star-studded program does WHO use for this European Relief Project? It's "The Billboard," a public-service program conducted by M. L. Nelsen, our News Department Editor, and heard three nights a week from 10:30 to 10:45!

Here is magnificent proof of WHO's listener-acceptance.

It stands to reason that advertisers, too, benefit from all the things that make WHO the favorite station in Iowa Plus. Get the *proof*—write for your copy of the 1948 Iowa Radio Audience Survey.

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

Radiorama

AFTER 24 years, Arthur Godfrey (center), CBS star, returned to Detroit last month to originate broadcast from WJR. In studios with him are Lawrence P. Fisher (l), recently named one of three WJR trustees, and Harry Wismer, WJR v.p. and gen. mgr.

INTRODUCING two unseen speakers at Minneapolis Ad Club is Merle S. Jones, WCCO Minneapolis gen. mgr. John J. Karol, CBS gen. sales mgr., and Jack Van Volkenburg, CBS v.p. in charge of TV, addressed club, via two-way long distance phone hook-up, on "Radio vs. TV."

TELECASTS of Chicago Cubs home games on WENR-TV (ABC) Chicago, sponsored by the Goebel Brewing Co., are discussed at a party for Commentator Rogers Hornsby (standing 3d from left), former baseball star. Guests include (l to r) standing—Roy McLaughlin, station manager; John H. Norton Jr., Central Div. vice president; Mr. Hornsby; Edwin Anderson, Goebel president; Joe Connors, Goebel's Chicago district sales manager; seated—Henry Morgan, Chicago distributor, and William Carey, Goebel's vice president in charge of sales.

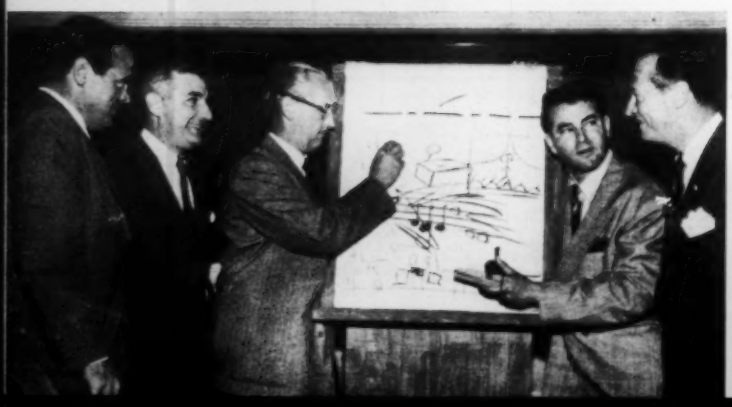
HENRY J. KAUFMAN (l) demonstrates his unique "talking desk" to Philip L. Graham (seated), president and publisher of the *Washington Post* (WTOP), and Samuel H. Kauffmann, president of the *Washington Star* (WMAL), during news conference at Henry J. Kaufman & Assoc. offices. Meeting, held in agency's new offices at 1419 H St., N.W., Washington, was in celebration of agency's 20th anniversary. Desk is equipped with FM radio, dictaphone, electric shaver, and other novel features.

ATTENDING party celebrating premiere of cook book written by Jack Bailey, m.c. of MBS *Queen for a Day*, are (l to r) Riley Jackson, Cecil & Presbrey; Johnny of sponsor Philip Morris; Mr. Bailey; G. S. Higi, vice president of A&P, host of event.

MAIL for booklet offered on *The Railroad Hour* on ABC is examined by Pres. William T. Faricy (r) and Vice Pres. Robert S. Henry of Assn. of American Railroads, sponsor. Program last Monday won silver mike for excellence of performance and public service.

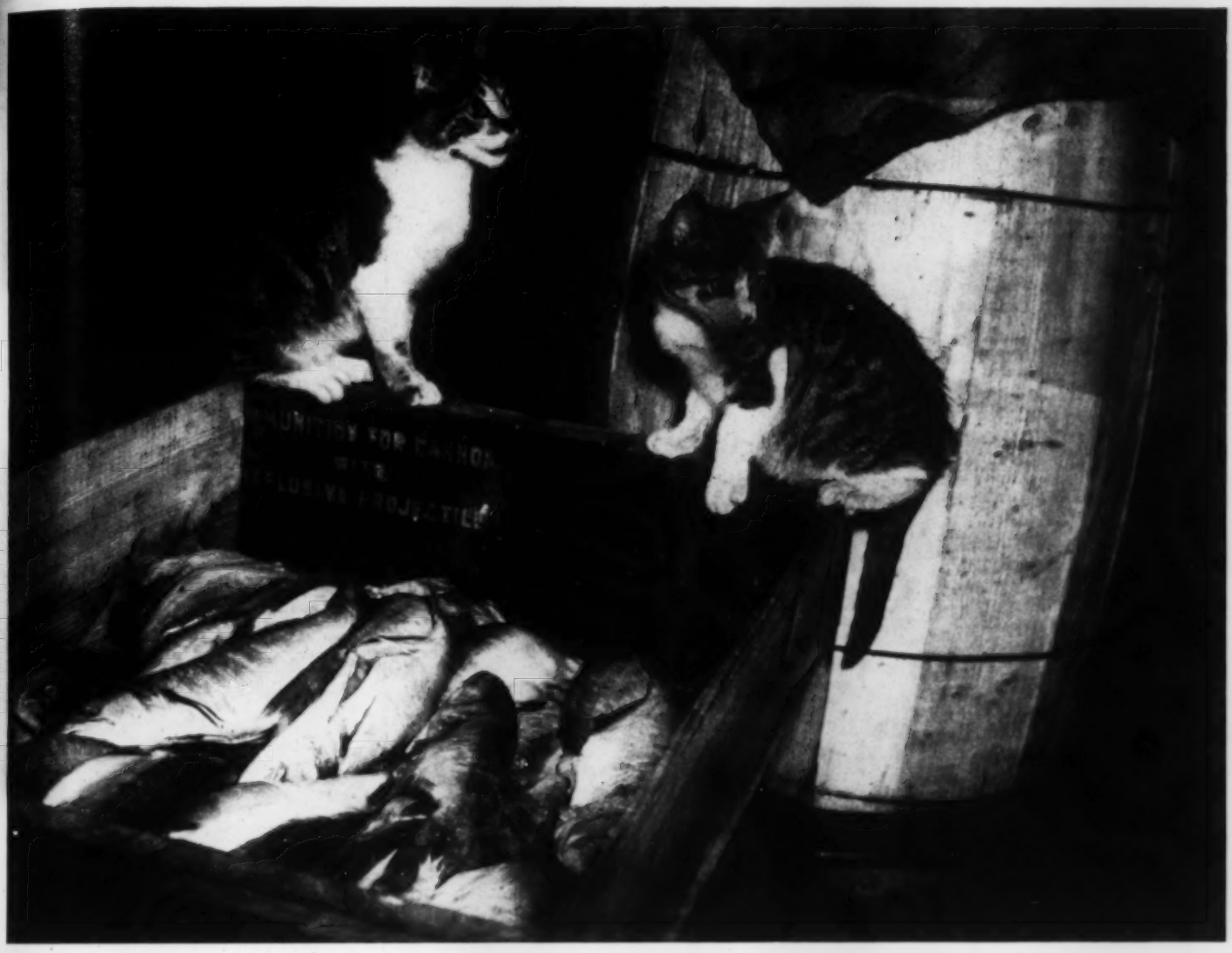
EMPLOYER sponsorship of trade union show began last month when Snyder Hat Stores Inc., Newark, N. J., started *Turning Points* on WNJR Newark. Irving Shane (l), Snyder pres., gets first disc of show from Matthew Woll, pres., Label Trades Dept., AFL.

TRYING to outwit each other on KNBH (TV) Hollywood *Can You Picture This* show are (l to r) Jack Runyon, Biow Co.; Sydney Gaynor, Raymond Morgan Co.; Wayne Tiss, BBDO; Jerry Lawrence, show m.c.; Bob Ballin, Foote, Cone & Belding.



TOTAL of 60 years service to NBC is represented by these Washington executives. Marking anniversaries are (l to r) Frank M. Russell, Washington vice president, 20 years; Gladys Murphy Borras, Mr. Russell's secretary, 20 years; William McAndrew, Washington gen. mgr., 10 years; James Seiler, Washington research dir., 10 years.

VISITING FCC Chairman Wayne Coy (center) chats with Harwood Hull (r), Puerto Rico Broadcasters Assn. v.p., and Tomas Muniz, PRBA pres., at party given for Mr. Coy by Rear Admiral Daniel Barbey, 10th Naval Dist. Commandant, during FCC Chairman's recent Puerto Rico trip.



"Okay, Louie, the coast is clear . . ."

One word from his partner and this catnipper is going to work. Might be the biggest haul of the year for the alley brigade up around Fulton Fish Market in New York.

And speaking of big hauls, (legitimate variety) you time buyers ought to see what W·I·T·H can do for you in Baltimore. For just a *little* bit of money, you can produce *big* results.

W·I·T·H is the big bargain buy in Baltimore. It regularly provides more listeners-per-dollar than any other station in town. W·I·T·H has a BIG audience, too—it covers 92.3% of all the radio homes in the Baltimore trading area.

Call in your Headley-Reed man and get the full story today.

W·I·T·H
AM Baltimore Maryland FM
Tom Tinsley, *President* • *Represented by* Headley-Reed

AP, UP, INS

Big Increase in Radio Members

(ANPA story on page 24)

THREE of the major news services announced extensive additions to their radio member lists at meetings held in New York last week simultaneously with the American Newspaper Publishers Assn. 63d annual convention.

In fact, it became more apparent than ever that radio is outstripping newspapers as the source of new customers for the wire services.

As if to emphasize the growth, AP announced 33 new members were added to its station list during the week—bringing the AP radio total to 1,010. Honor of being the 1,000th radio member elected went to KWK St. Louis. The announcement was made by Oliver Gramling, in charge of the AP's radio operations.

The 33 new radio members are: WSPC Anniston, Ala.; KXJK Forrest, Ark.; KROG Sonora, Calif.; KDZA Pueblo, Col.; WONN Lakeland, Fla.; WKXY Sarasota, Fla.; WAGA Atlanta; WDUN Gainesville, Ga.; WROK Rockford, Ill.; WSAL Logansport, Ind.; WJCD Seymour, Ind.; WKAM Warsaw, Ind.; WBOW Terre Haute, Ind.; KBIZ Ottumwa, Iowa; WJFJ Webster City, Iowa; WFMW Madisonville, Ky.; WARE Ware, Mass.; KNUJ New Ulm, Minn.; KAAA Red Wing, Minn.; WSKB McComb, Miss.; KWK St. Louis; KWBE Beatrice, Neb.; KOB Albuquerque, N. M.; WFLB Fayetteville, N. C.; WOXF Oxford, N. C.; KMCM McMinnville, Ore.; WBUT Butler, Pa.; KWBC Fort Worth; KBOR Brownsville, Tex.; KLVT Levelland, Tex.; WNOR Norfolk, Va.; KBKW Aberdeen, Wash., and KWIE Kennewick, Wash.

These other points were made at various meetings:

● Stations are contributing important revenue to the coffers of wire services. Without the radio money either service would have to be curtailed or newspaper's assessments increased.

● INS is now serving 45 of 60 television stations.

● UP reported a dramatic increase in the number of sponsors stations have found for UP features.

Radio came in for important consideration at the AP's annual membership meeting and in the board of directors' annual report.

At one of the AP's annual membership sessions, a potential blockbuster was released by Donald L. Breed, publisher of the Freeport (Ill.) *Journal-Standard* and president of WFJS (FM) Freeport. Mr. Breed wanted to know to what extent and for how long the AP will "be disposed to hold down assessments of radio members now losing money where such stations are now affiliated with or owned by a newspaper which is an AP member or not so affiliated or owned."

That his question did not provoke any considerable sniping at broadcasters was an indication that AP members' views on radio associates have been undergoing considerable change from old-time antagonistic attitudes.

Frank J. Starzel, AP general manager, came to the podium to answer the question. Indicating no present change is contemplated, he explained that the rate for newspapers was based on population, for stations on the time rates charged by the station. An assessment so based is the fairest method of apportioning costs of service for a station, he said.

Robert McLean, president of the AP and of the Philadelphia *Bulletin*, which owns WCAU AM-FM-TV, also contributed to answering the question. He said the proportion of the cost that radio should bear is a matter governed by practical considerations. He stressed, however, that application of the AP formula resulted in an AP rate comparable to that charged stations by competing news services. He further emphasized that if the revenue now being derived from stations was not coming in, either AP newspaper members would suffer higher assessments or present service would have to be curtailed. Mr. McLean also noted that many stations are now making important contributions to the news report, although in this direction there was still a long way to go.

In the latter connection, the AP board of directors, in its report, expressed gratification of the contribution stations were making to AP news coverage. Said the board, in citing examples:

"During January, a single member station in New England supplied 46 stories. A radio member gave the Assoicated Press its first word of the sensational fire in President Truman's home town on his inauguration day. On Bill Odom's record flight from Honolulu to Teterboro, N. J., he used as a navigation guide the signal of station KGO San Francisco, which kept the Associated Press informed of the plane's progress over the Pacific."

The AP board added, however, that much remains to be done before the full potential of the radio news contribution is realized. A step to encourage further contribution from radio members, it said, has been the establishment by AP bureau chiefs of state or regional associations with radio members.

(Continued on page 52)

GILLIN

Heads NAB Sales Managers Group

APPOINTMENT of John J. Gillin Jr., WOW Omaha, as chairman of the NAB Sales Managers Executive Committee completes membership of NAB's new Broadcast Advertising Bureau (BAB) Executive Committee, policy group implementing the new industry-wide sales project (see committee story page 50).

Mr. Gillin

As SMEC chairman, Mr. Gillin automatically becomes a member of the BAB policy committee under the NAB board directive creating the sales organization. The policy committee will hold its first meeting May 11 in Washington. At that time it will go over plans to create an intensive sales operation matching those of competing media.

Mr. Gillin retired from the NAB board a year ago after more than a decade of service as director for District 10. He has been active in association affairs for nearly two decades. Other members of the BAB policy group are Robert Enoch, KTOK Oklahoma City, chairman; G. Richard Shafto, WIS Columbia, S. C.; Howard Lane, WJJD Chicago; Frank U. Fletcher, WARL-FM Arlington, Va.

While BAB has not formally supplanted NAB's Broadcast Advertising Dept., planning activity continued last week under direction of Maurice B. Mitchell, department head and designated by the board to the BAB's director.

First specific project is preparation of a basic aural slide presentation. This will be a fundamental and all-inclusive sales presentation for use by any station or group of stations.

Second step envisioned at this point is an extensive field project in which major stores would be invited to conduct radio tests. Based on experience gained in the original Joske's field study, these clinics would be expected to demonstrate retail radio techniques to stores and to produce new and effective methods of broadcast advertising by retailers.

Conducts Peoria Clinic

Mr. Mitchell conducted a radio clinic last week in Peoria, Ill., arranged by Charles C. Caley, WMBD Peoria, an NAB director, along with managers of stations in the area. He delivered his famed "Mitch's Pitch" to the Peoria Advertising and Selling Club last Monday, with some 200 advertisers and retailers in attendance. In the afternoon he conducted a radio workshop session, with some two score Peoria station officials participating. The workshop continued into the evening.

Mr. Mitchell will address a meeting of Oklahoma City retailers May 5. The meeting was arranged by Oklahoma City stations under chairmanship of Mr. Enoch, who has been an active figure behind the drive to expand NAB's sales promotion activities.

First of a series of conferences on the BAB project was held last week at NAB headquarters when managers of Washington TV stations discussed BAB objectives in the television field. They pointed out that Washington is one of the older TV cities, with intensive coverage by four stations and a backlog of experience which should be helpful to BAB in its industrywide promotion.

They warned that TV should not miss the department store boat, as happened in the early days of AM broadcasting, and described the TV retail potential as "tremendous."

Among projects discussed was an overall TV presentation for use of stations, possibly on a self-supporting basis. A file of case histories will be developed. The TV officials urged that a study be made of manufacturers who have TV films for local use. Manufacturers will be encouraged to produce films for dealer or co-op sponsorship on television.

Taking part in the meeting were Kenneth H. Berkeley, WMAL-TV; Mahlon A. Glascock, WNBW; Walter Compton, WTTG, and William D. Murdock, WOIC. Attending for NAB were Mr. Mitchell; Charles A. Batson, assistant director of BAB, and Lee Hart, retail specialist.

* * *

OTHER members of the BAB policy committee, in addition to Mr. Gillin (l to r): Messrs. Shafto, Enoch (chairman), Lane and Fletcher.

TO REACH THE "HOTTEST" BASEBALL TOWN IN AMERICA

buy WCPO

During the 1948 baseball season WCPO had ratings like these. With additional games broadcast this season, WCPO's ratings will reach unprecedented "HIGHS".

HERE'S THE PROOF FOR THIS RICH MARKET!

June 1948 HOOPER INDEX	WCPO	NETWORK STATION 'B'	NETWORK STATION 'C'	NETWORK STATION 'D'	STATION 'E'
TOTAL RATED TIME PERIODS	29.0	11.6	18.5	26.1	12.2
Sunday Afternoon 12:00 n. - 6:00 p. m.	61.0	5.3	9.9	13.4	8.9
Saturday Daytime 8:00 a.m.-6:00 p.m.	48.0	6.0	17.0	13.0	15.0
Evening Sunday thru Saturday 6:00 p. m. - 10:30 p. m.	26.0	12.0	19.5	28.1	10.4
Weekday Afternoons Monday thru Friday 12:00 n. - 6:00 p. m.	24.0	11.0	19.7	30.6	13.2
Weekday Mornings Mon.-Fri. - 8 a.m.-12 n.	19.9	17.8	19.1	26.1	15.2

from C. E. HOOPER LOOK!

Represented by THE BRANHAM CO.

WCPO
CINCINNATI'S NEWS STATION

Affiliated with the CINCINNATI POST

A Service of Broadcasting Newsweekly

TELECASTING

MAY 2, 1949

COAX CHANNELS

New York-Chicago Link Adds Two

TWO new channels for video program transmission were added yesterday (May 1) to the coaxial cable service provided by AT&T between New York and Chicago. Service, inaugurated Jan. 12 with one TV channel in each direction, now provides three west-bound and one east-bound channel for the TV broadcasters. Two of the west-bound channels are available around the clock on a 24-hour schedule. The third west-bound channel is available for video use only after 6 p.m. Monday through Friday, but during the full 24 hours of Saturday and Sunday. The single east-bound channel is similarly limited to TV use after 6 p.m. Monday through Friday, but will be available at any time the other two days, permitting the networking of telecasts of outstanding midwest sports events, for example, to eastern stations [BROADCASTING, April 11].

Expansion Plans

This increased service between the East and Midwest is another step in the expansion of the Bell System's TV network facilities which are expected to be more than doubled by the end of the year, when the channel miles will total some 8,600. "Channel miles," the actual mileage of TV channels available, should not be confused with "route miles," actual distance covered by coaxial cable and radio relay links. Between New York and Chicago, for instance, the channel mileage will be four times the route mileage as the single cable contains four channels open for TV service. Bell System's route mileage by the end of 1949 will total 3,250 miles, connecting 27 cities.

With three west-bound channels now available from New York to Chicago for nighttime TV programs, most of the shows which have been broadcast live in the East, but repeated in the Midwest by kinescopic recordings because of lack of network facilities for simultaneous broadcast, will go live to the Midwest as well. CBS, for example, is increasing its use of the New York-Chicago cable from 14¼ to 37¾ hours a week, to send *Ford Theatre, Through the Crystal Ball, The Goldbergs, Arthur Godfrey and His Friends* and other programs to the Midwest simultaneously with their East Coast telecasts.

DuMont network allocations of time on the New York-Chicago coaxial cable are up from 16½ hours to 37¾ hours a week, although all of the newly allocated time is not being used at present.

AT&T's development of network facilities for video programs, together with new methods of telephony which have shortened the time it takes to put through long distance calls and which make it possible to dial out-of-city as well as local calls, are graphically shown in an exhibit at the company's New York headquarters. One part of the display features maps of present and planned TV networks. Another shows a cross-section of a coaxial cable, operation of which is explained by a guide. Across one end of the exhibit space is an operating model of the New York-Boston radio relay, plus models of the new type 200-foot relay towers that will be used in the prairie states where hill and mountain top locations are not available as in the East or Far West.

The display was originally set up for the enjoyment and instruction of AT&T stockholders at their annual meeting April 20. It shows them what use will be made of much of the $395 million the company is raising by a new bond issue authorized by the stockholders at their meeting—said to be the largest sum any company has ever attempted to obtain from investors at one time. The proceeds from this new issue of convertible bonds will increase to about $3 billion the amount AT&T has secured from investors since World War II to pay for new equipment necessary to meet the increased demand for telephone service since 1945.

Following the showing to stockholders, the exhibit has been opened to Bell System employes and others who may be interested. It will be continued in New York through this week. Subsequently it will be moved to other cities, according to present plans.

HERBERT SUESHOLTZ (r), general manager of Transvision Inc., New Rochelle, N. Y., and Paul Ware, representing Allen B. DuMont Labs, negotiate contract appointing Transvision national distributor of DuMont TV/FM Inputuner. Transvision has been granted exclusive right to use the Inputuner in its TV kits, which are being restyled.

VIDEO VIEWS

Mintz Addresses Chicago Council

THE TELEVISION receiver has supplanted the automobile as the American family's second most important property, according to an Admiral Corp. survey.

In an address Wednesday before the Chicago Television Council, Seymour Mintz' Admiral advertising manager, declared, "Next to a roof over his head, the average American wants a television set most."

"The video industry has accomplished in one year what the automobile manufacturers took 20 years to achieve," he said.

Mr. Mintz ridiculed the claims of "a worthy competitor" that its own line of television sets would be adaptable to UHF if, and when, the FCC makes allocations in the new band. Obviously referring to Zenith Radio Corp., he recalled that Admiral was "the first manufacturer to use a turret tuner —with 12 strips." Admiral, he added, offered 100,000 TV sets to the public before "this competitor offered one."

"We don't know enough about UHF to anticipate what will take place after the new allocations are made," he said. "But we are certain that the VHF channels will remain forever. It is likely that UHF will be assigned to stations in intermediate cities like, for example, Waukegan, Ill., which is half-way between Chicago and Milwaukee."

Taking another rap at Zenith, Mr. Mintz declared that "at no time will we have paid television in this country." Phonevision (which Zenith advocates) is not the American way," he said.

Noting a "gradual exodus of top ranking stars from Hollywood," he forecast that many of these "big names" soon would be on TV.

"We have licked the Hollywood bugaboo. The motion picture people now admit there is such a thing as television, and they realize they have to get on their toes to stop us," he asserted.

Mr. Mintz urged that TV time salesmen "talk viewers—not sets."

"Chicago's TV set total of 135,000 hardly compares with the *Chicago Tribune's* one-million circulation, but 750,000 televiewers do compare with the *Tribune's* million readers," he said.

Anticipating TV billings of $100 million in 1949, despite recent estimates of only $50 million, he called the roll of some of the larger video advertisers—General Electric with an appropriation of $1,600,000; General Motors (Chevrolet) $1,200,000; Philco, Texas Co., and Admiral Corp., $1 million each; Emerson Radio, $600,000; Motorola, $450,000; American Tobacco, $350,000; Sanka Coffee, $300,000.

He listed the following cost breakdowns on individual shows: *Ford Theatre*, $20,000; *Philco TV Playhouse* and Texaco show, $15,000 each; *Toast of the Town*, $7,000; Swift show, $4,500; and *Colgate Theatre*, and Procter & Gamble's half film, half live show, $4,000 each.

Gillette Television

Citing Gillette's $140,000 to televise the World Series and $100,000 for the Louis-Walcott championship fight as tops for special events, he noted however that Gillette pays only $2,500 per event for the Madison Square Garden Friday night fights and that Atlantic Brewing Co., Chicago, pays only $1,000 to televise local wrestling matches there.

Of 350 firms specializing in producing television films, the most ambitious project is the 26-part TV

(Continued on page 54)

ROACH TV FILMS

Programming Plans Revealed

TWO HOURS of television film programming weekly for one station in each of 30 markets will be delivered starting in September if present plans crystallize, Hal Roach Sr. announced in Hollywood last week.

Ultimately he expects to provide each station with four and a half hours weekly, covering the entire range from comedy to drama. Although no formal agreements exist "on paper," according to Mr. Roach, he said that the top seven televison cities are all set and details with remaining 23 are being worked out.

Cost to each station, he said, will be 50% down upon delivery and the remainder within 18 months.

Sales agency for Mr. Roach will be the William Morris Agency. Asked whether the firm had the sa'es personnel presently to do the job, he said the Morris organization was in the process of taking over an existing sales and distribution organization which would be announced later. Heading operations for William Morris is George Gruskin, West Coast radio and television head.

Ultimately, Mr. Roach said, "whether the stations use film or live shows they will require the facilities of an organization like ours to originate programs for them." Until the cable is in all the way across the country, film must be used part of the time, he said, and when the cable is in it will be possible to produce live as well as film, Mr. Roach explained.

TV FILM SERIES

Symphonies To Be Shown

SAMUEL BRONSTON, head of Samuel Bronston Productions of California, has completed production of 21 musical films in Rome, Italy. Series features the 100-piece Santa Cicilia Orchestra, directed by Jacques Rachmilovich, and was made as the initial step in a program to establish a television music library of 250 reels of classics performed by leading orchestras here and abroad.

Production of 21 additional reels will begin in Rome late this month, with arrangements already made to feature other European orchestras following the Rome series. Negotiations with two major video networks to handle the music library, are said to be almost concluded. Films will also be released for theatrical and 16-mm distribution.

DIRECTORS of Television Fund, Chicago, have declared a dividend of seven cents a share on common stock, payable May 16 to stockholders of record May 5. Preceding payment was an initial dividend of 10 cents a share Feb. 15.

WHEN two Italian broadcasting executives visited WOIC (TV) Washington recently, Curtis B. Plummer (l), chief of FCC's Television Broadcast Division, assumed temporary role of cameraman. Others in photo (l to r): Robin D. Compton, WOIC technical manager; E. Cristofaro, Italian Broadcasting System technical facilities director, Turin; L. Sponzilli, IBS chief of technical facilities, Milan, and Hart Cowperthwait, TV Broadcast Division, FCC. The visitors were homeward-bound from the International High Frequency Conference at Mexico City.

Film Report

TWO FIRMS, **Teleplay Productions** and **Ace Pictures Inc.**, both of Hollywood, have been signed by **General Television Enterprises Inc.** to produce 26 television film subjects for **Procter & Gamble**, according to Gordon Levoy, GTE president.

Teleplay is headed by Frank Wisbar, who will handle 13 of the 26 films. George Moskov and Lou Brandt, will turn out the other series of 13 films. Production is expected to get underway June 15, according to Mr. Levoy and the finished product is expected to be turned over to Procter & Gamble by mid-August for use in the *Procter & Gamble Fireside Theatre* via NBC eastern network starting in September.

Savings of over 50% in film production cost through utilization of a new technique is claimed by **Lawrence Productions**, Hollywood, in the current filming of the radio series, *Mystery Is My Hobby*. Exact details of the economical method have not been disclosed, but film will have a special sample showing in New York in May. Writer **Richard Hall Wilkinson** directs the series with **Ralph Rogers. Glenn Langan** is star of detective series.

Samuel E. Hunsaker has resigned as president of **Sam Hunsaker Productions Inc.**, New York television film production firm. New officers elected: **Charles B. Ripin**, president; **Bryce A. Gorman**, vice president; **Henry S. Miller**, secretary; **John J. Kearney**, treasurer; **Ainslie Wheaton Walter**, director of productions. Firm retains same name.

Stuart Strand, news editor and Dayton correspondent for INS, has started a series of 16mm local news commentaries for WHIO-TV. The comemntaries, televised three times a week, are said to be the only local coverage afforded by a television station in this part of the Midwest.

Rollfast Thrillers on Wheels, a series of five-minute shows of Rollfast Bicycle and Roller Skate programs, have been released by **D. P. Harris Hardware and Mfg. Co. Inc.**, New York. Made especially for Rollfast, the show has special appeal for children. This is the first television series by a manufacturer in this field and is supported by a dramatic merchandising campaign. The program has opening and closing commercials and includes high spots from the Roller Derby; the Fredarris, trick bicycle riders, and Betty Lytell, famous roller skating artist. The programs are filmed by **American Television Productions**, New York. The television department of **Kiesewetter, Wetterau & Baker Adv. Agency**, New York, helped create and direct the entire project. The shows are televised in 15 cities across the country. . . . **Hardie Frieberg, Television Enterprises**, New York, has completed a series of one-minute spots for **Ansonia Shoes**, New York, for a video program planned by the shoe company. . . .

ATLAS Film Corp., Oak Park, Ill., has produced four one-minute spots for the Exchange National Bank, Chicago, on location with two cameras. Featured is the "drive-in" banking method. Spots will precede *Stop the Music* at 6:59 p.m.

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TELE-SPORTS

Gate Effects Are Noted

By LARRY CHRISTOPHER

TELEVISION claimed attention at two sessions of the annual convention of American College Public Relations Assn. held April 26-30 in Washington.

Discussion of TV's impact on gate receipts at college athletic events highlighted Thursday morning panel session of university representatives and telecasters. That afternoon the subject of video's place in the future of higher education was discussed by network and station representatives. Prepared talk of FCC Chairman Wayne Coy, who was unable to attend because of press of commission business, also was read.

Widely opposing views were expressed by the sports group panel which included Maryland U.'s Dean Gary F. Eppley, Southern Conference president; George Washington U.'s Max Farrington, Southern Conference vice president; Capt. Norton Pritchett, U. of Virginia director of athletics; Jimmy Gibbons, WMAL-TV Washington sports commentator; Bill Brundige, WOIC (TV) sports commentator, and Bob Considine, Hearst columnist and commentator on General Electric's *Fred Waring Show* (NBC, Thurs. 10:30-11 p.m.) Presiding over session was W. Henry Johnston, director of public relations for Harvard U. Athletic Assn.

TV Problems

Capt. Pritchett said TV presents three problems: It gets fans to the games without physical effort; it gets them there without expense for tickets and other things, and because of televised college sports, colleges not in large population centers "will be materially hurt."

He further stated that those colleges now going into sports telecasting "will be doing an irreparable disservice to other institutions." Capt. Pritchett emphasized that all of the advantages gained from college sports telecasts now are on the side of the TV stations themselves.

Opposite view was taken by Mr. Considine who pointed out that TV could be a big sports booster through use of feature programming and special events during off seasons. Thus teaser campaigns could be planned in advance of sports events to build interest for the games.

Dean Eppley suggested that a polling job needs to be done to see how the sports fan feels about television. He said two types of sports fan must be considered: The fan who loves the sport for itself, and who never would be lost from the on-scene audience; and the fan who goes to games for social reasons and who might find TV more convenient under some circumstances like weather and distance.

Dean Eppley warned that colleges must pay more attention to making fans want to be present at

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Telestatus

TV Progress for First Quarter '49
(Report 57)

FIRST QUARTER progress reports on television indicate that 1949 will be a year characterized by steady gains in TV sponsorship, experimentation in TV programming, and gradual shift from red ink to black for many station operators.

Objective analysis of TV's record to date indicates that its growth is rapid, but still unbalanced and erratic in some respects.

Among its achievements in the 1949 first quarter are:

- Total time sales of $5,240,655.
- An increase in number of sponsors, from 680 in December to 1,027 in March.
- Doubling of the number of sponsored hours of broadcast time since December.
- An increase of 14 in the number of commercially operated stations.
- An increase in set ownership of nearly 450,000 since Jan. 1.

All of these are remarkable achievements—made more so by the fact that 1948 was the first year of television progress—the first year in which commercial television was available in more than one or two major markets. Each of them bears further examination.

Time Sales

In February, for the first time, the N. C. Rorabaugh Co. issued its estimate of television time sales. At the end of March, the figure for 1949 network TV time sales had reached $1,732,594. For this amount, the networks telecast the astounding total of 544 hours of commercial TV shows on local outlets in the first week in March. Of this total, 349 hours was live programming. Talent costs for this amount of television programming would be hard to estimate. Certainly it is a figure higher than AM's cost for a similar amount of programming. For a half hour variety show, talent costs have run to $24,000 and perhaps higher.

The argument that TV sponsorship costs will be too heavy a load for the local-retail merchant to carry is being shattered each month when reports come in from the 55 operating stations. In the first three months of the year these local advertisers are estimated to have spent $1,430,560 on television advertising. Most of it is, of course, in the form of announcements between network shows. But there are some 15-minute and half-hour programs which have been bought outright by the local advertisers.

Spot radio has started off at the top of the heap in TV. It's first quarter figure exceeds that of the network total. A sum estimated at $2,077,511 has been spent on TV by spot advertisers.

Only about 49 sponsored network shows are currently presented on television. This seems a small total compared to 429 AM shows which appeared on the networks in 1948. But 29 new shows have been added since the first of January, and new sponsorship for network TV is announced regularly.

These network sponsors read like the roster of America's biggest consumer goods manufacturers. With few exceptions network programming has been limited to advertisers of this stature. The average network advertiser spent $35,159 in this first quarter.

Hurdle for '49

And this is TV's hurdle for 1949. With the limited audience, it is not yet offering audiences per dollar to match its competitive media.

Spot television is different. Into this new medium have come many advertisers who have never used radio extensively. Products are advertised heavily whose makers were not usually among the AM buyers of time. Radio's standby spot advertisers, the automobile companies and distributors, the beer and wine companies, the food companies, are among the most frequent users of TV spots.

Locally all manner of accounts have been sold on the new medium. Radio and television dealers and automobile distributors and dealers are the most prominent advertisers in the local scene. Real estate companies, showing the viewer the house they want to sell; bankers, telling the viewer how his bank operates; service industries of all kinds, showing how they will service their customers—all of these have come to television in increasing numbers. Of the 1,027 sponsors of TV time, 711 were local advertisers in March.

Programming

Sponsored programs on television are, on the whole, live shows. This is true when network TV is included—but when the 349 hours of network live programming is taken out of the total it is discovered that live local sponsored programming is only 20% of the total, and that the bulk of sponsored local programming is sports broadcasting, with film productions equal to live in the number of hours telecast.

There has been progress in this connection. In November live programming locally amounted to less than 36 hours in spot and local sponsorship per week. Four months later, in March, the weekly total had nearly doubled, and there was about 60 hours of live programming in the spot and local field.

Many of these increases are due to the fact that the number of stations had increased progressively with each reporting month. Most stations have come on the air with 15 to 25 accounts, depending upon their location and the competition they face from other stations. In June 1948 11 cities had television stations operating, and there were 20 commercially operating stations. In March there were 30 cities with 55 television stations selling time.

Set ownership in some TV markets is still so low as to be prohibitive to many advertisers. One market with two stations has only 4,7000 sets installed. By contrast, New York has six stations and an etimated 535,000 TV homes.

* * *

This is TV's first quarter 1949 record. It is a good one. But its facts are hard facts. As yet TV has a limited audience, and its sponsorship is limited. Its programming has been criticized, and its cost is high.

But each of these limitations faced radio in its earliest days. With set manufacturers working at a wartime production rate, the remaining three quarters of the year promise to be equally good ones for television.

Television Set Figures by Cities

As Reported by NBC

TOTAL of 1,447,000 television sets had been installed throughout the country as of April 1, it was reported by NBC in its latest monthly survey of set distribution. NBC's figures, by cities, follow:

ESTIMATED TV SET OWNERSHIP IN CITIES WITH OPERATING STATIONS

City	No. of Stations	No. of families 40-mile service area	No. of TV sets installed
New York	6	3,597,000	535,000
Baltimore	3	732,000	51,500
Boston	2	1,175,000	68,400
New Haven	1	557,000	24,100
Philadelphia	3	1,184,000	140,000
Richmond	1	130,000	9,000
Schenectady	1	258,000	20,000
Washington	4	691,000	40,800
Buffalo	1	323,000	18,300
Chicago	4	1,438,000	125,000
Cleveland	2	695,000	38,700
Detroit	3	839,000	50,500
Milwaukee	1	327,000	21,600
Pittsburgh	1	742,000	10,300
St. Louis	1	474,000	25,500
Toledo	1	241,000	10,000
Albuquerque	1	22,000	700
Atlanta	2*	233,000	7,300
Cincinnati	1	384,000	20,000
Dayton	2*	291,000	4,700
Erie	1*	112,000	2,700
Ft. Worth	1	269,000	3,900
Dallas *		277,000	4,600
Houston	1	217,000	3,500
Los Angeles	6	1,372,000	112,600
Louisville	1	188,000	6,100
Memphis	1	177,000	4,400
Minn.-St. Paul	1	333,000	12,600
New Orleans	1	225,000	4,200
Salt Lake City	1	93,000	3,900
San Francisco	1	825,000	5,400
Seattle	1	307,000	5,100
Miami	1*	117,000	3,100
Syracuse	1	199,000	2,400
Total all operating stations	59		1,395,900

TV OWNERSHIP IN CITIES WITHOUT OPERATING STATIONS

City	Operation Date first station	No. of families 40 mile service area	No. of TV sets installed
Columbus	April 1949	225,000	1,300
Indianapolis	June 1949	281,000	900
Oklahoma City	May 1949	138,000	1,300
Providence	June 1949	1,011,000	6,000
Rochester	June 1949	208,000	600
Wilmington	May 1949	183,000	3,400
Others			37,600
Total			1,447,000

* New stations added.
* Dallas: Included in coverage of Ft. Worth station.

WJZ-TV RATE
Increase Effective June 1

WJZ-TV New York, key ABC station, announced last week its first network and local rate increase since the station went on the air Aug. 10, 1948. Effective June 1, the new rate will be $1,500 per evening hour.

In announcing the increase, Murray Grabhorn, ABC vice president in charge of owned and operated stations and manager of WJZ-TV, said that all advertisers ordering or using the station prior to June 1 will receive six months protection at the current $1,000 per evening hour rate. He also stated that with the exception of the presently quoted $200 one-time usage announcement rate for Class A time, all other TV rates on the station will be adjusted in proportion to the evening hour rate increase.

Berle 'Star of Year'

ELECTRIC ASSN. of Chicago announced late last month that Milton Berle has been named its television star of the year and his *Texaco Star Theatre* the "TV program of the year." With announcement of the selection went an invitation to Mr. Berle and his program to be featured daily at the Second Annual National Television and Electrical Living Show at the Chicago Coliseum Sept. 30-Oct. 9. The award was given this year for the first time.

In Maryland, it's WMAR-TV for live programs

Whether televising the lively, unpredictable action of the baseball field, the unstudied performance of aspiring amateurs, or the practiced routines of studio professionals, WMAR-TV's programs get the nod in Baltimore for entertainment, for action, for service to the public.

Above are glimpses of four out of more than a score of local "live" shows that complement the network schedule of CBS Television over WMAR-TV each week. Top left: a director schools cast members in the *WMAR-TV Playhouse;* top right: awarding a prize to an *Amateur Parade* victor; lower left: rewarding a contest winner on the children's own show, *Television Playground;* and lower right: a scene during the *Johns Hopkins Science Review*, which explores the great laboratories of the Baltimore institution and explains the basic sciences to audiences wherever the CBS Television network spreads.

Other shows are devoted to the health, happiness and general interest of Baltimoreans. Health, for example, is a combined concern of WMAR-TV, the Baltimore Health Department and the medical profession, which create a weekly dramatization entitled, *Your Family Doctor*. Judge Joseph Kolodny, a logician and philosopher, promotes happiness in the "Court of Common Sense." Other viewer-tastes are served by telecasts of baseball, homemaking, wrestling, religious discussions, and by one of television's outstanding local shows, *The Sports Parade,* televised from 3:30 to 6:00 p.m. each weekday from WMAR-TV's studios.

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TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

CALIF. TAX

5% Levy on Ring TV Sought

CALIFORNIA State Senate Business & Professions Committee last week approved a bill to levy a 5% tax on all payments for television rights made to boxing and wrestling promotors. The bill also would give the California Athletic Commission power to approve or disapprove all contracts negotiated between television stations and promoters, managers or fighters.

The Committee's action was vigorously opposed by the California State Broadcasters Assn. through Arthur Westlund, general manager of KRE Berkeley and president of the association.

Donn Tatum, general counsel of Don Lee Broadcasting System and vice president of CBA, also testified before the Committee in opposition to the bill.

Joseph Genshlea, secretary of the Athletic Commission, told the legislative group that his organization feels television payments should be subject to a tax to help support veterans' relief programs the same as gate receipts now are.

Mr. Westlund argued that the broadcasters of the state seriously question the legality of such a law. He said the bill, if passed, would give the Athletic Commission power to control contracts between television operators and fight promoters. The power to so regulate, he said, should rest solely with the federal government.

Mr. Genshlea told the committee that at the present time (without his organization's control) "ridiculous amounts" are being paid for television rights to fights and that gate receipts are falling off tremendously.

He cited the case of Hollywood Legion Stadium, which sold television rights to its matches for $75 weekly and, he said, gate receipts since had dropped from $7,500 to $2,500.

Mr. Tatum held the bill "is probably unconstitutional and certainly undesirable." He contended that once an event is lawfully constituted in the eyes of the state body it then becomes a fit subject for treatment by any medium.

Mr. Westlund told BROADCASTING that he believes Mr. Genshlea was "pulling his figures out of the air." Gate receipts in all entertainment fields are off generally throughout the state, he said. But this cannot be blamed on television. He cited instances where fight stadiums in the state are "packing them in" even though the matches are being telecast.

Referring to the $75 weekly paid Hollywood Legion Stadium, he said that 5% of this amount would add little to the fund for veteran relief programs mentioned by the Athletic Commission. So it seems obvious, he said, that the real reason for this bill is to give the commission power to regulate television contracts, nothing else.

The bill is being backed by the California Managers' Assn., which has been half-heartedly boycotting the Hollywood Legion ever since it signed for telecasts.

The Managers' Assn. would like to see television rights sold on a gate-receipt-guarantee basis, that is, with contracts under which television companies guaranteed a certain gate at each individual fight. The size of the gate guarantee would be determined by what the

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KGO-TV OPENING

May 5 Debut Set

NAMES artists, religious leaders, civic and governmental figures, plus baseball will highlight the opening of KGO-TV San Francisco when it goes on the air for the first time May 5 [BROADCASTING, April 25].

Garry Moore, m.c. of *Take It Or Leave It*, will handle comedy chores on the station's variety program which will also include such acts as the Weire Bros., Ella Mae Morse, the "Cow Cow Boogie Girl," and Artie James, speed roller skating artist. Lee Grioux will m.c. and music is to be provided by Phil Bovero and ABC staff orchestra.

Gov. Earl Warren will head the civic leaders, with members of three religious faiths also participating. Among the ABC executives on hand for the station opening will be Robert Kintner, executive vice president; Robert Hinckley, network's Washington, D. C., vice president; Frank Marx, vice president in charge of engineering; Frank Samuels, Western Division manager.

Also included in the opening night's roster will be *Crusade In Europe* film sponsored by Time-Life Inc. and telecast of the San Francisco Seals-Oakland Oaks, professional baseball game, sponsored by Philco distributors, in addition to variety show which latter also will underwrite.

TV INSTITUTE

Screen Publicists Guild Series Starts May 26

MANY outstanding industry names are among those participating in the second annual Television Institute of the Screen Publicists Guild starting May 26 in Hollywood.

Theme of the symposium is "Television Comes of Age." Sessions will be held once weekly for five consecutive weeks at 6000 Sunset Blvd.

Co-sponsoring series are Academy of Television Arts & Sciences, Television Film Producers Assn., Television Producers Assn., Society of Motion Picture Engineers and Hollywood council of Assn. of Broadcast Unions and Guilds.

Theme of the first session is "Management Problems in Television." Harry Lubcke, head of Don Lee Television, will be chairman of a panel consisting of: Hal Bock, manager of NBC western network television operations; Paul Mowrey, ABC national television director; Harry Witt, General manager, KTTV (TV) Los Angeles.

Hal Roach Jr., executive producer of Roach-Beaudette Productions, will preside at June 2 session which will take up "Hollywood's Challenge as Television Film Production Center." Panel will include Jerry Fairbanks, head of Jerry Fairbanks Productions; Ben Finney, Finney-Menzies Productions; Stanley Rubin, Grant-Realm Productions; Harlan Thompson, Imppro Inc.

"Role of Hollywood's Live Production in Coast-to-Coast Television" will be the June 9 theme. Chairman will be Mal Boyd, television producer. Making up panel will be Rita Le Roy, actress and TV producer; Mike Stokey of Stokey-Ebert Productions; Jon Slott, TV producer; Al Burton, TV producer.

At June 16 session "Films in Television" will be the theme. Loren Ryder, director of sound recording at Paramount, will be chairman. Panel is to consist of Sidney Solow, general manager, Consolidated Film Industries; Dr. Norwood L. Simmons, physicist with Eastman-Kodak Co.; Fred Albin, RCA liaison television engineer; J. Kneeland Nunan, general manager, west coast branch, Ansco.

Claude McCue, executive secretary, AFRA, will preside over the June 23 session on "What Is the Outlook for Hollywood Labor in Television?" Panel Members: Sam Moore, western region vice president, Radio Writers Guild; Murray Bolin, vice president of Radio and Television Directors Guild; Ted Ellsworth, business representative of Motion Picture Costumers, Local 705, IATSE; James H. Brown, NABET legal counsel; Knox Manning, national vice president, AFRA; William T. Hurtz, president, Screen Cartoonists Guild.

Sessions are open only to members of motion picture and radio unions and guilds. Further information on meetings can be obtained from Screen Publicists Guild offices at 2700 N. Highland Ave., Hollywood.

Hit for WKBN

LISTENERS of Youngstown, Ohio, take their baseball seriously as evidenced by recent action of the City Council. During a meeting of the council late last month, Councilman Steve Olenick asked the city law director to draw up a resolution commending WKBN Youngstown for carrying the broadcast games of the Cleveland Indians and the Youngstown Athletics, according to a report from WKBN.

TV AWARDS

National Judging Planned

ACADEMY of Television Arts and Sciences, Hollywood, will present its first national awards for television achievement next January, it was announced last week.

Mal Boyd, public relations chairman for the academy and president of Television Producers Assn., Hollywood, also announced that the academy, whose membership has hitherto been confined to the West Coast, would immediately open its rolls to television interests in the rest of the country. Mr. Boyd made the announcement in New York where he was on business.

Six statuettes for television achievement will be presented for 1949. Only four awards were made for 1948. They were presented last January and were confined to programs and producers in the Los Angeles area. The two additional awards are for the best kinescoped program and the outstanding personality on kinescoped shows.

A seventh award, a plaque, will be given to a television station for "outstanding overall achievement in 1949."

KSL-TV PROGRESS

Start Within Month Planned

WITH transmitter and antenna installation proceeding on schedule, KSL-TV Salt Lake City plans to begin telecasting about June 1, C. Richard Evans, KSL general manager, announced last week [BROADCASTING, March 21].

Mr. Evans

Seventh floor studios in Salt Lake City's Union Pacific Bldg. are being remodeled and equipment is being installed at a total cost of approximately $250,000, Mr. Evans said.

KSL-TV will operate on Channel 5 (76-82 mc) with 18.4 kw visual and 9.2 kw aural. Licensee is Radio Service Corp. of Utah. J. Reuben Clark is president and Ivor Sharp executive vice president.

OFFICERS NAMED

By TV Producers Group

FOLLOWING officers were elected at the first annual meeting of Independent Television Producers Assn.: Martin A. Gosch, Gosch Productions, president; Henry White, World-Video president, vice president; Nathan Rudich, director, Gainsborough Assoc., secretary; Irvin Sulds, president, Irvin Sulds Productions, treasurer. Five directors elected: Charles Basch Jr., president, Basch Radio & TV Productions; Judy Dupuy, director of Video Events; Oliver W. Nicoll, director, Radio Features of America; Arthur Ehrlich, Ehrlich-O'Malley, and Walter Armitage, Regency Productions.

Mal Boyd, president, Television Producers Assoc., Hollywood, and Mr. Gosch made a joint statement announcing affiliation of the two organizations, to provide exchange of information. Mr. Boyd is to meet with committee on code of practices with James Lawrence Fly, legal counsel to ITPA. Meetings between ITPA and Authors League of America on foundation of Television Writers Guild have been held, ITPA revealed.

TV TUBE MAKING

Expansion Planned by GE

GENERAL ELECTRIC Co. will spend more than $1 million to provide for the addition of television picture tube manufacturing and engineering facilities at its Electronics Park plant, Syracuse, N. Y.

In making the announcement last week, Dr. W. R. G. Baker, GE vice president and general manager of firm's electronics department, said the new facilities will augment similar production operations at GE's Buffalo tube plant.

TV picture tube production is slated to start at Electronics Park in August, Dr. Baker said. The first tubes made will be the new GE 8½-inch metal cone type. The tubes give 50% more picture area than 7-inch tubes now used in low-priced receivers and cost no more to build, Dr. Baker added.

WHTM ROCHESTER

Becomes CBS TV Affiliate

CBS-TV announced last week the affiliation of WHTM (TV) Rochester, N. Y., effective June 11, bringing the total number of CBS video affiliates to 36.

The station, assigned Channel 6, is owned and operated by the Stromberg-Carlson Co. William Fay, a vice president of the firm, is WHTM general manager.

Construction of special microwave relay circuits to Buffalo is planned by WHTM so that network programs carried on the coaxial cable can be made available to Rochester viewers. Other programs will be carried via video recordings.

TRUJILLO (r), member of ancient Taos (N.M.) Pueblo, inspects intricate mechanism of television camera after giving his tribal Hoop-Dance as part of KOB-TV Albuquerque's half-hour telecast of Southwestern Indians' tribal dances. Forty-five Indians in native costumes participated, station reports. Showing camera to Trujillo is Don Drennan, KOB-TV cameraman.

NATIONAL BREWING

Adds to WMAR-TV Schedule

NATIONAL BREWING Co., Baltimore, is sponsoring the *National Sports Parade*, Monday through Friday, 4-5 p.m., Saturday 4-6 p.m, over WMAR-TV Baltimore. Addition of the new program, which started late last month, brings the firm's television sponsorship to eight and one-half hours weekly.

Other programs sponsored by National Brewing on WMAR-TV are the *National Amateur Parade*, half-hour Saturday show, and the weekly wrestling matches which run a minimum of one hour each Tuesday night. The daily afternoon show and the wrestling matches are sponsored in behalf of National Bohemian beer. The Saturday night show advertises National Premium beer.

Completing WFIL WFIL-TV-Hornung contract are (l to r): Seated—Roger Clipp, president and general manager of stations; A. J. Westerman, Hornung president, and Walter Donovan, Garden State president; standing—Kenneth Stowman, WFIL national director of television sales; Andrew Ferguson, Hornung sales manager, and Robert H. Smith, representing Clements Co.

TEACH SURGERY BY VIDEO

Would Shorten Instructions, Says Cheney

USE of television in teaching surgical techniques would appreciably shorten the time it takes to train a doctor, the Medical Film Institute of the Assn. of American Medical Colleges believes.

The Medical Film Institute, located in the New York Academy of Medicine, was formally opened last Thursday. At the opening ceremonies, Warren Cheney, executive officer, told assembled physicians and medical educators that television will be of immeasurable use to them.

Mr. Cheney envisioned a day when every medical school would own its own closed-circuit televison system and use it to hasten instructions.

"Now," said Mr. Cheney, "every student must stand at a doctor's elbow to observe surgery and treatment. The process, viewed in terms of a mass of students, is very slow.

"With television, however, entire classes could be instructed in a particular surgical technique at a single session."

Television, particularly color and projection systems, has reached a state of development that warrants its serious consideration by medical schools, Mr. Cheney said.

Almost every medical school, said Mr. Cheney, contains a surgical amphitheatre intended to accommodate a large number of students watching an operation. But most of these amphitheatres have fallen into disuse, owing to the fact that students, viewing at a distance, are unable to observe details of the surgeon's work.

Large screen television would reverse this situation, Mr. Cheney said.

He said he felt that medical educators would become enthusiastic about the use of television as soon as they had seen it employed for instructional purposes. He said many were eagerly looking forward to the demonstration of color television of surgery to be presented by CBS at the Atlantic City convention of the American Medical Assn. next June.

HORNUNG PLANS

Gets Racing TV, AM Rights

JACOB HORNUNG Brewing Co., Philadelphia, has acquired television rights to the Garden State Racing Assn.'s spring and fall meetings at Camden, N. J., and radio rights to the summer meeting of the Atlantic City Racing Assn.

Facilities of WFIL and WFIL-TV Philadelphia will be used exclusively, executives of Hornung (Hornung beer and Londonderry ale) announced last week. Agency for Hornung is the Clements Co., Philadelphia.

Contract calls for daily telecasts from Garden State race track, Mon.-Fri., 4:15-4:45 p.m., and Sat., 3:45-4:30 p.m., May 3-30 and similar coverage of Garden State's Oct. 3-26 meeting, times to be announced later, plus daily radio coverage at approximately 4:30 p.m. from the Atlantic City track Aug. 11-Oct. 1.

* * *

WKY-TV SIGNAL

218 Miles Reported in Tests

WKY-TV Oklahoma City turned its transmitter on for the first time for engineering purposes on April 21. And despite the fact that test was unannounced, more than forty dealers and set owners reported picking up the signal. Farthest point to report was Denning, Ark., 218 airline miles from Oklahoma City. Another reception was telegraphed from Fort Worth, Tex., about 180 miles from the transmitter.

The signal was fed to the five-bay superturnstile antenna mounted atop WKY's 968 foot tower through an 1,800 foot coaxial transmission line, which station believes is longest run in use by any station.

Ends Free TV Rights

WARNER Bros. Pictures Inc. terminated on April 30 free kinescopic rights formerly granted for delayed TV network use of tunes controlled by Warner's music publishing companies: Advanced Music Co.; Harms Inc.; Remick Music Corp.; M. Witmark & Sons; New World Music Co.; Victoria Music Pub. Co.; Shubert Music Pub. Co.

HOOPER

Berle Still TV Tops in N. Y.

THE first-second-third place picture of the C. E. Hooper Inc., New York Top Ten TV Hooperatings for April remains unchanged over that of the March report. Milton Berle's *Texaco Star Theatre* ranks highest with 80, followed by *Arthur Godfrey's Talent Scouts* with 59.3

The complete April list of regularly scheduled sponsored television programs is as follows:

	Rating
Texaco Star Theatre	80.0
Godfrey's Talent Scouts	59.3
Toast of the Town	55.9
Ford Theatre of the Air	55.6
Broadway Revue *	50.1
Who Said That?	48.6
Philco TV Playhouse	43.8
Suspense	41.1
Godfrey and His Friends	38.0
Fireside Theatre	35.2

* The *Broadway Revue* was broadcast on WABD and WNBT.

The rating is the combined audience to both channels.

CBS VIDEO

Adds New Writing Staff

APPOINTMENT of a new writing staff expressly assigned to television was announced last week by CBS, with members functioning under the general supervision of Charles M. Underhill, CBS-TV program director.

Purpose of the new set-up, as outlined by Mr. Underhill, is to acquire original material for the new medium, which to date has been using adaptations from radio, theatrical, film and other sources. The network plans to create a dozen major features, half-hours and hours, and new material to freshen other current programs, Mr. Underhill stated. Most new shows will be introduced during the summer months, many of them as summer replacements for commercial programs, he added.

Addition last week of John Whedon, collaborator for five years on *The Great Gildersleeve*, NBC network program; writer for the CBS *Forecast* series, and former member of the *New Yorker* staff, and of Robert Fine, Universal and Columbia pictures writer, and identified in radio as a comedy writer on the Danny Kaye and *Corliss Archer* programs, gave the projected program added impetus.

ITI Multiple TV

INDUSTRIAL TELEVISION Inc., Clifton, N. J., is manufacturing multiple television sets for central control attachments for commercial use. The Sussex-10 Multivision Viewer is designed for convenient placement in bars and eating places to provide more viewing for large crowds, and can be adapted to most receivers, the firm states. More than one unit can be hooked up to a central receiver. In addition to home TV receivers, ITI installs multiple unit systems in hospitals and hotels and makes remote control receivers, using 15 and 20-inch direct-view screens, for public establishments.

WTMJ-TV Milwaukee will carry all home games of the Milwaukee Brewers, American Assn. baseball team, this season. Half of the games will be sponsored on alternate dates by Miller Brewing Co., Milwaukee. Completing sponsorship arrangements are Frederick C. Miller (seated, l), president of the brewing company, and R. G. Winnie (seated, r), WTMJ-TV station manager. Grouped around them (l to r) are: Roy Bernier, Miller's public relations and advertising director; Larry Clark, WTMJ-TV announcer, who will do play-by-play on games, and Neale V. Bakke, of WTMJ-TV's sales staff.

'OPERATION SUCCESS'

Video Series Sells Disabled Veteran's Ability

ONE of video's most sales-successful programs results weekly in complete sell-out of the "sponsor's product." Rarely is each week's program over before every "item" showcased on *Operation Success*—WABD (TV) New York and WNHC-TV New Haven, Thurs., 8-8:30 p.m.—has been snatched up via telephone by avid viewers.

The aptly titled *Operation Success*, however, is a unique operation. It sells manpower, not merchandise. A DuMont public service program, produced in cooperation with the Veterans Administration, the show demonstrates job skills of partially disabled veterans. Since its video debut last September, the program has placed in job-training posts every veteran who has displayed his abilities.

According to Donald Weiss, VA associate chief of information, *Operation Success* sells abilities, not disabilities. The program proved a sell-out from the start, despite keen listener competition in September, when it bucked the *Milton Berle Show* on Tuesday nights. Present Thursday schedule was begun in January.

Not only have men on the show been placed in job-training positions, but the entire VA placement program has accelerated some 200% since the show's inception. That results are directly traceable to the series was proved during its December hiatus when placement dropped back to its original rate.

No efforts are spared by either the station or VA to present as realistic and complete a demonstration as is possible before video cameras. To showcase a skilled auto mechanic, for instance, a complete automobile repair shop, complete with cars, was moved into the WABD studios. Another veteran, who chose selling from among his test-proven aptitudes, sold $28,000 worth of jewelry from a $750,000 display arranged in a studio-built gem salon. Two vets, with aspirations to be building contractors, erected a brick wall in eight hours, at which task the cameras caught them as they neared its completion.

Before particular skills are demonstrated, the VA thoroughly checks the labor market, to see where manpower is needed. Then, some 25 "interview-auditions" are conducted before each camera subject, who must be personable, is selected.

Advance Notices Given

Prospective employers in particular fields are notified by VA training officers in advance of specific skill exhibitions. They are contacted again, after the programs, and advised that similarly skilled men, other than those viewed on the show, are available for job training placement.

Mr. Weiss pointed out that employers who previously had been reluctant to let the government "meddle" in their personnel problems, have opened their doors to the VA via *Operation Success*. Although figures on the total number of placements motivated by the series are unavailable, Mr. Weiss stated that in addition to the 43 men in 36 fields who have appeared on the program, and received immediate placement, so many others have found employment that "right now there are more job opportunities in those fields than there are veterans to fill them." That situation will change, he said, when the next school terms expire, at which time it will reverse, until, through *Operation Success*, the slack is taken up.

Efforts of the VA and DuMont were recognized April 7 by the New York State Dept. of the American Legion which cited both for "achievements of distinction." The honor was accepted for DuMont by Mortimer Loewi, director of the network, and by Mr. Weiss for the VA. The award was made by Maurice Stember, department adjutant.

Operation Success, also has been commended by the Television Broadcasters Assn., New York.

In a letter to Mr. Loewi, J. R. Poppele, TBA president and vice president of WOR New York, said: "The directors of the Television Broadcasters Assn. Inc. are cognizant of the great humanitarian service which the DuMont network provides through this fine program and takes this means of saluting WABD in its outstanding undertaking in the public interest."

TV Set Trade-in

MONARCH-SAPHIN Stores, New York, has begun a policy of accepting used television sets in trade-in for new ones. The used sets, after reconditioning, will be resold at reduced prices, in the manner of used-car retailing.

VIDEO OPERAS

Repertory Group Formed

NEW YORK package producer Sherling Oliver has organized what is said to be the first television repertory operatic stock company, to offer streamlined versions of famous operas sung in English.

Five operas now available include "Faust", "Cavallerio Rusticana", "Romeo and Juliet", "Rigoletto" and "Don Giovanni." Auditions for agencies and networks began on April 21, Mr. Oliver announced. All artists in the new company have been chosen for telegenic as well as vocal qualities.

KPIX (TV) Affiliations

KPIX (TV) San Francisco has announced it is carrying television programs of three networks, NBC, DuMont and CBS. The station operates on Channel 5 (76-82 mc). Affiliation with CBS is on an interim basis. As one of five applicants for the two remaining video channels in San Francisco, CBS would not enter into a permanent affiliation with any TV station there, KPIX said.

This ultra modern transmitter is engineered to save you money

. . . and we are not referring to initial investment, though both the Collins 21B (5 kw) and 21L (10 kw) AM transmitters are very competitively priced in their respective power classes.

We are speaking of maintenance cost, month after month, year after year. That is where the saving mounts up.

The 5 kw 21B is designed and constructed as a conservatively rated 10 kw transmitter, minus the additional 892R power tube and associated parts needed to convert for 10 kw operation. The factor of safety is so great that the possibility of failure in any circuit approaches the vanishing point.

In addition, a newly designed, highly efficient differential relay, working in conjunction with the transmitter's recycling system, acts as a positive protective device in the final amplifier circuit.

This one device can save you many hundreds of dollars in the cost of tube and component replacements, and outage credits to sponsors.

When you convert to the 21L for 10 kw operation, you lose none of your original investment. No major component replacements are necessary. And you lose no air time.

These are examples of many advantages gained by choosing the Collins 21B/21L. For more complete information, write us for a fully illustrated bulletin describing this equipment.

FOR BROADCAST QUALITY AND ECONOMY, IT'S . . .

COLLINS

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 West 42nd Street
New York 18, N. Y.

458 South Spring St.
Los Angeles 13, Calif.

two are always better than one...

On the surface there may not seem to be much similarity between over-water locomotion and broadcast advertising...But in the city of Baltimore, Maryland, there lies an exact parallel.

For Baltimore, with a fair array of broadcasting stations for a city of its extensive size and buying power, has *only one* broadcaster...WBAL...that offers advertisers a powerful combination of both AM and Television under the same aegis*.

The advantages of this? Very simple...and very interesting. With WBAL and WBAL-TV used in combination

...you can promote your shows both ways

...you can publicize your talent both ways

...you can merchandise your product (or service) both ways

*under the same roof for that matter. Both WBAL and WBAL-TV are luxuriously housed at 2610 North Charles Street, Baltimore 18, Md.

ne...

Your advertising in one medium reinforces and strengthens your effort in the other...with the net result that each sales message you broadcast, on either AM or TV, has a commercial power that will strike envy into the heart of your strongest competitor.

In fact, the WBAL combination has proved *so strong* that many advertisers—who have as yet used only one of the two media—have derived large indirect sales benefits from the fact that both exist on WBAL.

So...if you have an eye (and an ear) for the rich Baltimore market, come and see us. WBAL will help keep your advertising effort, your sales curve and the figures in your ledger all headed in the right direction...because

in Baltimore, WBAL—and only WBAL—offers both

WBAL
1090 KC 50 KW
NBC Affiliate

WBAL-TV
Channel 11 36.2 KW
NBC Affiliate

Represented nationally by
Edward Petry & Co.

WBAL and WBAL-TV
Mean Business in Baltimore!

Editorial

Man Bites Mike

NEWSMEN were in convention last week and over the preceding week-end. Editors, publishers and circulators had their respective sessions in Washington and New York.

Radio did not figure prominently on the formal agendas. But there's no escape from the obvious fact that it was on the minds of the men responsible for newspaper lineage, and that it erupted as a prime topic in the closed sessions.

The fundamental question of press freedom and its interrelation with radio's freedom had its most wholesome airing before the Washington sessions of the American Society of Newspaper Editors. It was raised with such force and vigor by NAB President Justin Miller that spontaneous demand developed for the text of his remarks. It is in this area—talking man-to-man to a professional audience—that Judge Miller is at his best.

But broadcasters would be remiss if they didn't take note of the really significant, if unheralded propaganda line of news competitors. They are capitalizing on the confusion existent in radio—confusion stemming from the errant nonsense of the claim of M. H. Aylesworth, first NBC president, that "ear-radio" is doomed in three years; in the overly optimistic talk of public officials about TV saturating the nation in nothing flat; in extravagant assertions that many stations are losing money without mention of the essential fact that most of them are newcomers; and the absolutely baseless talk that TV will thrive entirely at the expense of sound radio.

We have recited, chapter and verse, why most of these people, with strictly dishonorable intentions business-wise, are whistling through their dentures. All this points up the need for clear-thinking and affirmative selling of sound radio, in conjunction with sound TV. The Broadcast Advertising Bureau, prudently nurtured, is ready to go.

I. Q. on P. I.

THIS IS a contest to check the I. Q. of the broadcaster. We state positively there will be no pay-off or giveaway.

Question: What has the Canadian Government in common with Packard Motor Car Co., the American Viscose Corp. or "Scrubies," described as a household necessity?

Answer: Each in its own way seeks free radio time, or time at other than card rates via the iniquitous per inquiry route. ("Scrubies" warrants special mention because it constitutes the first attempt at P. I. on television.)

The Canadian Government approach is a repeat. The Dominion announces that 13 recorded programs, with Hollywood stars and Canadian talent, will be distributed forthwith to 500 U. S. stations "to inspire better understanding" between our nations. This is described as strictly a good-will proposition, and each station will get a plaque emblazoned with the crest of Canada acknowledging the contribution.

We haven't seen the script, but we'll wager a New York cop against a Montreal bobbie that there's a travel-in-Canada commercial in each disc, and that international trade with our neighbor nation is fostered. These theses appear in the *paid* color pages appearing in our class publications and in our newspapers. That's the way it was last year.

The Packard proposal is even more preposterous, if possible. It comes from a commercial operation which boasts 50 years in business. Stations have been favored with a "Golden Anniversary Report—14 minutes of transcribed eulogy of Packard and every minute of it straight commercial. The transcription is sent for use of radio news editors, because Packard magnanimously considers radio an extremely important *news* medium. Has Packard ever asked its vaunted man who owns one whether he listens to and is sold by *radio advertising?* The records fail to show that Packard has been a consistent user either of spot, network or dealer co-op radio. Published reports indicate that of their $4,000,000 1949 advertising budget $2,500,000 will go to newspapers, $600,000 for outdoor services and the balance for multicolor ads in class magazines. No money has been allotted to national radio.

Moreover, the record should show that the Packard packet not only is not news but, being 100% commercial, exceeds by several thousand percent the code limitations on advertising copy for a 15-minute commercial.

Item #4 in last week's chisel harvest is done up in rayon. American Viscose sent to stations a brochure proclaiming on its fly-leaf that the corporation had placed advertisements in many magazines and newspapers (facsimiles reproduced therewith). It boasted, moreover, that its Education News Service supplied up-to-date *news* to radio and the printed media —so that by the end of the year 1,600 broadcasts on rayon had resulted. And, from what we can ascertain, all were for free.

Thus, the only reward from the aforementioned contest will be new business for radio at card rates.

Bottled in Bonds

RADIO is thick-skinned. It has had to be to ward off the brick bats of competitors, do-gooders, baleful bureaucrats and pettifogging politicians.

It may be for the same reason that when bouquets are tossed radio usually isn't there—by invitation.

Take the April 19 Treasury dinner to honor national volunteers of the U. S. Savings Bond drive (remember when they were war bonds?). The speakers' table was adorned by the presence of President Truman, Secretary Snyder and other government brass, plus: Three boiled-shirt representatives of banking, two of advertising, one labor, one outdoor advertising, one movies, one women's groups, one schools, one magazines, five newspapers, NONE radio.

Radio (i. e., stations, AM, FM and TV, networks, sponsors, agencies, talent, musicians, etc.) has done something more than its proverbial bit on every bond drive since radio learned to talk. Indeed, it has bailed out most of them when quotas lagged, improvising home-stretch campaigns without regard to commercial commitments. At the time, the stories were told. Why not on April 19?

Unofficial estimates credit radio with the lion's share of the total contributions in all campaigns. Could it be that those officials who could attest to this have been gagged by what might be described as top level fear that "other interests" would be offended? Or is it that radio's help is taken for granted, while these "other interests" are romanced?

Radio doesn't begrudge the obeisance paid these other media, for the cause is great and the contributions magnanimous. Radio doesn't look for kudos. It asks simply that credit be given where credit is due. Let the facts speak for themselves. All of the media people remember the fat salvage fiasco—wherein the soap people got the fat and radio the can.

For radio to hide its light under a bushel (as it does all too often) is one thing. It's quite another, however, to have the beneficiaries of radio's innate modesty not only toss on their own bushel, but hermetically seal it.

Our Respects To —

HAROLD ARTHUR SAFFORD

AT WLS Chicago, they call him program director, but almost everyone in midwest radio knows Harold Arthur Safford as a gallopin' trouble-shooter.

Mr. Safford rarely walks. He joined WLS 23 years ago and, with the exception of four years with Sears, Roebuck & Co., its founders, has never ceased hustling for the midwest's great farm station. In addition to heading the WLS program department, he has worked as announcer, emcee, news director and sales manager—and, more than once, has played an old violin over the air. He learned to play the instrument, which he says is better than a Stradivarius, when he was six.

Music and dramatics were Mr. Safford's forte at Aberdeen, S. D., high school, and when, as a sophomore, he added writing for the *Aberdeen Daily American* to his list of talents, he became a radio natural. Mr. Safford was 28, however, before he took up broadcasting. He was too good a newspaperman to desert the Fourth Estate—that was, until one Edgar L. Bill started working on him.

Mr. Bill, first director of WLS and now president of WMBD Peoria, landed his man in 1925 when Mr. Safford, then managing editor of the *Sioux Falls* (S.D.) *Argus-Leader*, visited Chicago to purchase some syndicated features for his paper. "Saff," as Mr. Safford is affectionately called by his associates, has remained in and around WLS ever since.

Born in Winona, Minn., on the banks of the Mississippi, he moved to Manila at the age of five when his father was appointed Superintendent of Mails for the Philippine Islands. As a schoolboy, he learned to speak the Islands' native Tagalog, as well as Spanish. He swells with pride when he recalls he was in Manila when the Japs won the Russo-Japanese War by turning the Russian fleet past Corregidor and into Manila Harbor.

After six years, the Saffords returned to Minnesota, settling in St. Paul. Not until they had moved to the smaller city of Aberdeen, however, did Harold find his niche as writer-actor-musician. He appeared in high school plays, wrote sports and features for the local paper, and fiddled in a dance band. At 16, he was directing orchestras in vaudeville and legitimate theatres. He also arranged mood music for "silent" movie shows. During this period, he became proficient on brass as well as percussion instruments.

Mr. Safford went to college—but not for long. First romance, then war intervened. Toward the close of his freshman year at

(Continued on page 46)

"Music in the best sense," wrote the poet Goethe, "does not require novelty: nay, the older it is, and the more we are accustomed to it, the greater the effect." Here is the secret of the hold **WQXR** and **WQXR-FM** have on more than half a million New York families . . . a hold so tight, no other station can reach them so persuasively. These families love good things as they love good music . . . and can afford to buy them, too. That's why advertisers cultivate them as the most desirable part of this biggest and richest of all markets. May we introduce you to them?

WQXR

AND WQXR-FM

RADIO STATIONS OF THE NEW YORK TIMES

Respects

(Continued from page 44)

South Dakota State College, he eloped with a co-ed named Mabel Chappell (she will have been his wife 32 years next May 9)—so Harold went to work. He became telegraph editor, then city editor, of the *Aberdeen American*. Several months later, when the United States entered World War I, he enlisted in the infantry and was sent to Jefferson Barracks. When word got around that he had a musical and theatrical background, he was placed in charge of all camp shows and made director of musical activities at the barracks canteen.

After the war, Mr. Safford returned to his Aberdeen newspaper job, working as musical director of the Orpheum Theatre on the side. He wielded the baton for many famous Orpheum Circuit vaudeville stars of the day. Soon, however, Mr. Safford got a chance to join the editorial staff of the *Sioux Falls Argus-Leader*, largest newspaper in South Dakota, so he decided to give his all to journalism. He was named "m.e." at the age of 23, and was given considerable national publicity as one of the youngest managing editors in the land.

It was toward the end of a five-year stretch at this post that he met Mr. Bill in Chicago and a few weeks later, back in Sioux Falls, Mr. Safford had a phone call from Mr. Bill offering him a job as WLS publicity director.

He literally galloped into prominence in Chicago radio during his first few months at WLS. Thrice daily, he raced from the station's Sherman Hotel studios to the old *Chicago Journal* editorial rooms, six blocks away, to pick up news bulletins. Back in the studios, he breathlessly put the news on the air. He had it figured out mathematically that it was faster to pick up "drop copy" from the *Journal* than to take bulletins over the phone.

Barn Dance Emcee

Mr. Safford soon became chief announcer of WLS, and was the second emcee of the famous *WLS National Barn Dance* program. He took over after the departure of George Hay, "The Solemn Old Judge." He later was "Captain" of the original *Showboat* program, which also was to become an outstanding network show. He developed Bradley Kincaid, American folk songster known as "The Mountain Boy"; discovered Luther Ossebrink, "The Arkansas Woodchopper"; and assisted in developing such *WLS National Barn Dance* artists as Uncle Ezra, Lulu Belle and Scotty, the Hoosier Hot Shots, Louise Massey and the Westerners, Red Foley, Pat Buttram, and Rex Allen. In the early days the *Barn Dance* was on the air from 7 p.m. until 2 or 3 o'clock the next morning, with the time depending on how long the staff could "take it."

Under Mr. Safford's direction, WLS scored a radio first in 1928 by relaying a program from a plane to a boat to its Sherman Hotel studios. He once supervised coverage of a midwest tornado for three days and three nights. He was one of those responsible for inaugurating WLS market reports direct from the Chicago Livestock Yards, as well as broadcasts of Chicago's annual International Livestock Exposition. He has been active in the development of WLS coverage of the Illinois, Indiana and Wisconsin state fairs down through the years.

In addition to spending four years as regional advertising manager of Sears, Roebuck's central division, and later assistant operating superintendent, Mr. Safford set up program operations for Sears at KMBC Kansas City. He often made "trouble shooting" trips for Burridge D. Butler to KOY Phoenix, KTUC Tucson and KSUN Douglas-Bisbee, Ariz., when the late owner of WLS actively supervised those properties. During 18 months of the recent war, he managed KOY while its manager, Jack "Cap" Riley, was in the service.

Although he doesn't look it, Mr. Safford is a grandfather. His eldest daughter, Betty, wife of the Rev. Earl Kernahan of Rosemead, Calif., has two daughters. His son, Bill, is an accountant for Fox West Coast Theatres, Los Angeles; a second daughter, Kathie Lou, is married to John McConnell, high school coach at Washington, Iowa; and the baby of the family, Genevieve, 19, is a sophomore at Illinois Normal College.

Mr. Safford tells this tale concerning why his name isn't Stafford—"which most people call me anyway": In Staffordshire, England, lived an ancestor named W. L. Stafford. But another W. L. Stafford lived in the same town, and the two used to get their mail mixed up. So Harold's generous forebear cancelled his "t".

Strange as it may seem, most of Harold Safford's career has been spent with an organization whose name bears the initials of not only his father, William Luke Safford, but also of his early forefather, W. L. Safford.

KELO

MIDCONTINENT BROADCASTING CO., INC.
SIOUX FALLS, SOUTH DAKOTA

KNOCK ON ANY PEARSON DOOR!

WE INVITE YOUR EXAMINATION OF THE MOST CONCLUSIVE AREA SURVEY MADE IN THIS TERRITORY IN 1949. IT IS AN EXAMPLE OF STATION DOMINANCE AND ACCEPTANCE RARELY SEEN IN THESE DAYS OF INCREASED COMPETITION.

THE 17 PAGE REPORT CLEARLY SHOWS THE POWER OF KELO PROGRAMMING — AND EQUALLY IMPORTANT — WHERE AND HOW YOU CAN CONSISTENTLY AND SUCCESSFULLY CONTACT YOUR CLIENT'S CUSTOMERS AT LOWEST COST PER PERSON.

NBC 5000 WATTS NATIONAL REPRESENTATIVE JOHN E. PEARSON CO.

'Crime Does Not . . .'

GRAPHIC illustration that crime does not pay has been brought home to an entire high school student body and other listeners—through the efforts of KWHI Brenham, Tex. When Rocky Yannuzzi, former New Jersey boxer, reportedly was arrested after a tavern holdup, station took its tape recorder to the jail cell and recorded his confession for airing on KWHI an hour later. Recording was then played to Brenham high school students at school's request.

Management

JOE STORY, sales manager of KCKN Kansas City, has assumed management of station in addition to sales duties, it is announced by BEN LUDY, general manager of Capper Publications station—WIBW Topeka and KCKN. He succeeds ELLIS ATTEBERRY, resigned [BROADCASTING, April 25].

LARRY WALKER, WBT Charlotte, N. C., program director, has been named assistant general manager. He has been with station since 1943. He is secretary-treasurer of Jefferson Standard Broadcasting Co., licensee of WBT, and was recently made member of board of directors.

Mr. Walker

LESLIE C. JOHNSON, general manager of WHBF WHBF-FM Rock Island, Ill., has announced the birth of his first grandchild, Steven Gardner Ray.

ROBERT L. HOWELL has been appointed station manager of KGST Fresno, Calif. He has been with station as announcer since it took air Feb. 7. He was formerly with WGAY Silver Spring, Md.; KLOK San Jose, Calif., and KXRO Aberdeen, Wash.

WILLIAM W. PHRAENER has been appointed station manager of KLAS, CBS affiliate in Las Vegas, Nev. He replaces RICHARD GOEBEL, resigned.

FLORSHEIM
Now Ziv Eastern Sales Head

STANLEY FLORSHEIM has been named eastern sales manager of the Frederic W. Ziv Co. and will headquarter at the firm's New York office, Ziv announced last week.

Mr. Florsheim

Mr. Florsheim joined the Ziv organization as special sales representative in November 1948. Previously he had been director of advertising and sales promotion for Adam Hats.

★ ★ ★

Press run for this issue of BROADCASTING is 15,600.

Better than 1/3 of this number go to national and regional advertisers and their agencies.

★ ★ ★

Schuster's

(Continued from page 26)

showing a large microphone and noting that the product is "As Advertised On Schuster's Parade of Famous Brands, Heard Daily On Leading Milwaukee Radio Stations." Displays built around the entire schedule are also used.

5. In-Store Meetings. Regular meetings are held with members of Schuster's Special Promotions Dept., their agency's radio department, divisional managers and buyers for all of the departments at Schuster's having products promoted on Schuster's shows. Copies of all scripts are sent to buyers for each of the departments when the commercial or script concern their products.

The preparation, production and merchandising of the Schuster programs takes the full or part time work of a store-agency staff. The Schuster special promotions director and publicity director plan radio activities. Newspaper promotion is supervised by the advertising manager and store displays are handled by Schuster's display manager.

Two members of the radio department of The Cramer-Krasselt Co., Schuster's agency, work on the programs full time. Other members of the agency's radio, copy, executive and merchandising staff also participate in phases of the program.

The rapid growth of television in the Milwaukee market has not decreased Schuster's interest in radio. The television activity has been in addition to straight radio. Schuster's has marched into television with an aggressive schedule that over the past year has included a special live Christmas show, film programs and spot shows. As an added feature, Schuster's is running 16 one-minute film commercials a week on WTMJ-TV Milwaukee and the number is due to be increased shortly to 20 or more.

WHCU-FM Feeds RRN

WHCU-FM Ithaca, N. Y., last Monday became the key station of the Rural Radio FM Network as WVFC-FM Newfield, N. Y., ceased operations, according to Michael R. Hanna, general manager of WHCU-AM-FM. WHCU-FM now feeds the FM network and carries the complete RRN program schedule from 6:30 a.m. sign-on to the RRN sign-off at 7:30 p.m. Merger plans are being prepared for FCC approval whereby the FM network operation will be jointly undertaken by Cornell U., WHCU-FM owner, and Rural Radio Foundation [BROADCASTING, Feb. 28, March 7].

JOE BERNARD, general manager of KOMA Oklahoma City, aided in maping radio's role in state's Bond drive which got under way May 6.

NATIONAL NIELSEN-RATINGS TOP PROGRAMS

(TOTAL U. S., INCL. SMALL-TOWN, FARM AND URBAN HOMES —and including TELEPHONE and NON-TELEPHONE HOMES)
MARCH 20-26

Current Rank	Previous Rank	Program	Homes (000)	Current Rating	Points Change
EVENING, ONCE-A-WEEK					
1	1	Lux Radio Theatre	13,018	34.6	+3.7
2	3	Godfrey's Talent Scouts	9,970	26.5	+1.6
3	4	Fibber McGee and Molly	9,481	25.2	+1.4
4	6	My Friend Irma	8,691	23.1	+0.3
5	2	Jack Benny	8,127	21.6	−5.3
6	5	Walter Winchell	7,750	20.6	−2.9
7	11	Bob Hope	7,525	20.0	+0.4
8	8	Amos 'n' Andy	7,261	19.3	−2.5
9	18	Mystery Theatre	7,073	18.8	+0.4
10	29	People Are Funny	6,998	18.6	+2.0
11	9	Suspense	6,998	18.6	−2.1
12	7	Mr. Keen	6,960	18.5	−3.9
13	10	Mr. District Attorney	6,923	18.4	−2.2
14	20	Mr. and Mrs. North	6,772	18.0	−0.3
15	12	Adventures of Sam Spade	6,735	17.9	−1.9
16	17	This Is Your FBI	6,659	17.7	−0.7
17	28	Gene Autry Show	6,546	17.4	+0.5
18	13	FBI in Peace and War	6,546	17.4	−2.2
19	15	Stop the Music (4th Qtr.)	6,396	17.0	−2.1
20	38	Big Story	6,396	17.0	+1.8
EVENING, MULTI-WEEKLY					
1	1	Lone Ranger	5,907	15.7	+0.1
2	2	Beulah Show	5,079	13.5	−1.1
3	3	Counter-Spy	5,079	13.5	−0.6
WEEKDAY					
1	1	Arthur Godfrey (Ligg. & Myers)	4,778	12.7	+0.4
2	11	Arthur Godfrey (Nabisco)	4,063	10.8	+1.2
3	8	When a Girl Marries	3,913	10.4	0.0
4	6	Young Widder Brown	3,800	10.1	−0.5
5	2	Ma Perkins (CBS)	3,800	10.1	−1.8
6	5	Stella Dallas	3,649	9.7	−1.0
7	4	Right to Happiness	3,537	9.4	−1.3
8	7	Backstage Wife	3,499	9.3	−1.2
9	9	Our Gal Sunday	3,499	9.3	−1.1
10	3	Pepper Young's Family	3,424	9.1	−1.6
11	12	Wendy Warren	3,386	9.0	−0.6
12	14	Guiding Light	3,386	9.0	−0.4
13	10	Big Sister	3,311	8.8	−1.1
14	25	Arthur Godfrey (Gold Seal)	3,273	8.7	+0.6
15	16	Rosemary	3,236	8.6	−0.4
DAY, SATURDAY					
1	2	Armstrong Theatre	3,875	10.3	−2.7
2	3	Stars Over Hollywood	3,537	9.4	−2.7
3	1	Grand Central Station	3,499	9.3	−4.0
DAY, SUNDAY					
1	2	Quick as a Flash	4,665	12.4	−0.5
2	1	True Detective Mysteries	4,552	12.1	−1.5
3	4	House of Mystery	3,612	9.6	−1.3

Copyright A. C. Nielsen Co.

WGLN HONORED
In Fresh Air Fund Campaign

WGLN Glens Falls, N. Y., last Tuesday received the 1948 Friendly Town radio citation from the New York *Herald Tribune* Fresh Air Fund. The award is made annually to the station which most effectively supports the local campaign for sending needy children to the country through the fund.

Other stations receiving special mentions were: WDOS Oneonta, N. Y.; WHCU Ithaca, N. Y.; WLCR Torrington, Conn.; WHOB Gardner, Mass.; WWNH Rochester, N. H.; WEEX Easton, Pa.; WHDB Portsmouth, N. H.; WKOB North Adams, Mass.; WBOC Salisbury, Md., and WKKL Concord, N. H.

On the judging committee were Niles Trammell, NBC president; Mark Woods, ABC president; Edgar Kobak, MBS consultant; CBS Vice President Howard Meighan, and Dr. John Gray Peatman, of City College of New York, chairman of the National Committee on Radio and Television Awards. Material for judging was submitted by stations in the 13-state Friendly Town area which indicated the extent of their efforts in behalf of the fund.

SIX THOUSAND recordings made by Canadian Broadcasting Corp. during World War II in all theatres of operation have been filed for posterity with National Archives at Ottawa.

POLK CASE
CBS Airs Report

DESPITE the convictions by a Greek court of three Communists accused in the murder of George Polk, CBS correspondent, CBS believes the whole truth of the crime has not been told.

In a report on the Polk case broadcast by CBS last Wednesday evening, correspondents who were on the scene described it as an "unfinished story."

Winston Burdett, who has been in Greece during the prosecution of the three accused, two of whom were tried in absentia, said the investigation should go on. "The whole truth about Polk's death has not yet been told," Mr. Burdett said.

"Perhaps it cannot be for a long time in a country ridden by civil war, but the investigation should continue if the Polk case is to reach a detailed and complete solution. This is an unfinished story."

Magnecord Tape

MAGNECORD INC., Chicago, manufacturer of recording equipment and magnetic tape, is supplying Mutual headquarters in New York with equipment for use in delayed broadcasts during the 22 weeks of daylight savings time. Magnecord Inc. was incorrectly identified in the April 25 issue of BROADCASTING.

FOR SALE

This transmitter is now operating at WBKB and will be available May 15, 1949 when WBKB switches to its new equipment.

TELEVISION TRANSMITTER, sound and picture, now operating on Channel 4, Chicago. Power output 4Kw. Includes RCA 3 bay super turnstile antenna, 600 feet 1⅛" air coax, Blaw-Knox self-supporting two-hundred foot tower, water cooling equipment. Excellent condition. Ready to operate immediately on any low band channel. All reasonable offers considered.

WRITE OR WIRE JOHN H. MITCHELL

BALABAN & KATZ
TELEVISION THEATER

WBKB
CHICAGO

Chisel Splurge

(Continued from page 23)

buying, manufacture or distribution of rayon products has a stake in this program, for greater knowledge results in increased consumer satisfaction with rayon merchandise."

On the final page of its brochure, American Viscose reproduces statements about rayon's advantages as broadcast on a number of stations. It winds up with this statement: "Avisco's educational news service reaches national and local networks. During 1948 an average of over four radio programs each day included material based on Avisco news service scripts. By the end of the year approximately 1,600 broadcasts on rayon resulted from this service."

The first serious attempt of P. I. peddlers to crash television was made by Warrington C. Wademan, product consultant engineer, of 304 Central Ave., Orange, N. J. The firm's letterhead lists such services as research, design, development and production.

A. E. Mitchell, writing as secretary-treasurer of Wademan Industries, invited WTMJ-TV Milwaukee to offer its viewers "Scrubies," retailing for $1 per pair. This "household necessity," he explains, is used "by college girls and business women, show people and traveling women, housewives everywhere, Navy men, children in camp, etc." Scrubies are described as about 3 inches in diameter and ¾ inch thick and "a pair should be in every bathroom, every kitchen and every laundry."

Getting down to business, the letter makes this proposal: "We would like to have Scrubies demonstrated through television on a commission basis in which the purchasers mail their money and orders to your station, and you deduct your percentage and turn the remainder over to us. It is immaterial to us whether your office or ours takes care of mailing the merchandise to the customers."

The Canadian transcription offer drew a sharp answer from Julian F. Skinnell, operations manager of WLBR Lebanon, Pa. Acceptance of these programs "is tantamount to the station's own admission that its facilities are of no value," Mr. Skinnell wrote Rupert Lucas, public relations counsel handling the series for the Canadian government.

In the AM field a sudden surge of P. I. offers has appeared. One of them inferred that NAB had abandoned its opposition to P. I. business. This brought a statement from Victor C. Diehm, general manager of WAZL Hazleton, Pa., that he had talked to A. D. Willard Jr., NAB executive vice president, and Maurice B. Mitchell, director of broadcast advertising. Both said they had made no statement showing a change in the NAB policy.

Mr. Diehm's views were expressed in a letter to Robert E. Barringer, RA-AD Assoc., Mills Bldg., San Francisco.

NAB has received many complaints from stations that Artwil Co., 22 W. 48th St., New York, has approached them with a P. I. proposition. The agency writes that it specializes in mail order and does "considerable advertising in newspapers and magazines." As to radio, however, it says: "Our clients are interested in using radio and we understand you will work on a P. I. basis." The statement is made to many stations strictly opposed to this type of unethical advertising.

Marathon Commission

A marathon commission deal is proposed to stations by Consumers Wholesale Co., distributors, factory representatives and mail order, of 298 Harrison Ave., Nashville. C. L. Furr, of the company's advertising department, offers a series of propositions starting with a dutch oven and following with a china set, stainless steel flatware and then a cold pack canner as the canning season arrives. The company will pay $1.25 net on $4.95 orders and $1 on $3.95 orders.

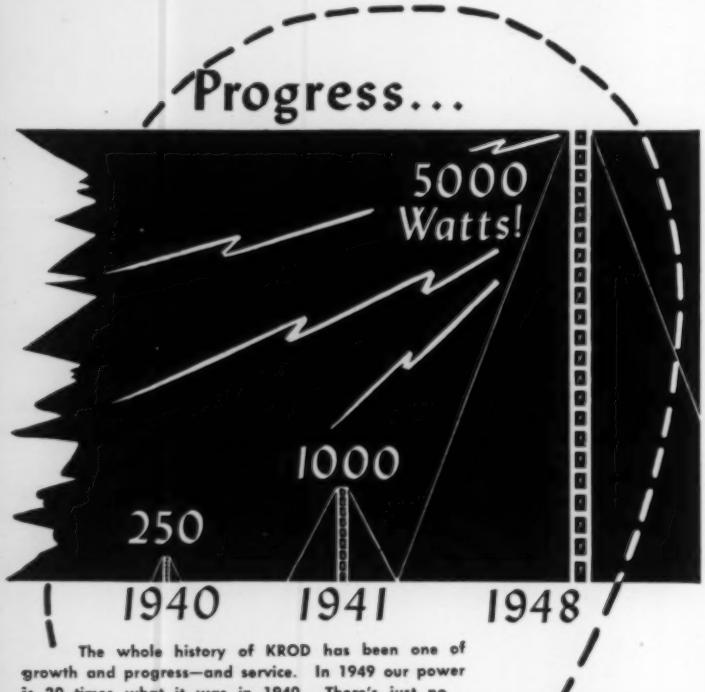
Another household item, the "revolutionary Presto Gun," is offered by Kitchen Economy Inc., 184 10th St., Oakland, Calif. The gun sells for $5.95. Of this the station gets only $1, exceptionally low for P. I. business.

S. Tessler, sales manager for the company, suggests stations "use either three 10 or 15-minute periods each day to fully cover your potential. After a week or two of results, we can ascertain which locations are doing the job and concentrate our efforts on that period."

Harold S. Schwartz & Assoc., 1227 Loyola Ave., Chicago, offers as lure the claim that one 50 kw station in Texas earned $13,800 in the last six months as a result of 27,611 inquiries on a 19-cent photo enlargement that pays 50 cents per inquiry. The photo offer is made on behalf of Hollywood Film Studios, according to a letter by Harold S. Schwartz. Continuity and literature are provided, along with a 10-minute disc "cut by Randy Blake of the *Suppertime Frolic*, WJJD Chicago, if you would care to use it."

"One of the most spectacular sales promotions in radio history" is proposed by Marvel Sales Corp., 18 E. 41st St., New York 17. The firm markets Little Marvel Electric Water Heater, selling for $4.98, with the station getting $2 per sale on a per-order basis. The company "will buy time if your station will guarantee orders on the same pro-rata basis."

Southern Products Co., P. O. Box 372, Vidalia, offers stations 40 cents for each sale of "three big full pound loaves of Tolly's Peanut Cream Loaf for only $1.98 plus actual postage charges." Purchasers of the candy will learn how to get a set of dishes or camera as a gift.



The whole history of KROD has been one of growth and progress—and service. In 1949 our power is 20 times what it was in 1940. There's just no better way to sell the vast El Paso Southwest market than 5000 Watt KROD, key station of the Southwest Network, CBS regional outlet, far-west link of the Lone Star Chain.

KROD
EL PASO, TEXAS

Dorrance D. Roderick
President
Val Lawrence
Vice-Pres. & Gen. Mgr.
Represented Nationally by
Taylor-Borroff & Co., Inc.

GOODWILL SERIES

Canada To Offer Free Shows

THIRTEEN CANADIAN recorded programs with Hollywood stars and a Canadian actress, Giselle, will be distributed, starting early this month, to 500 U. S. stations, to "inspire better understanding between Canada and the United States." Rupert Lucas, Canadian producer, formerly of J. Walter Thompson Co., Hollywood, has just returned to Toronto after completing arrangements in Hollywood. Mr. Lucas told BROADCASTING that the entire series is being recorded in Hollywood by C. P. MacGregor, and will go free to any U.S. stations wanting to carry it.

With the exception of about five 50 kw stations, most stations carrying the quarter-hour program will be small market and low power outlets. Each station will receive a plaque with a crest of Canada, inscribed "Canada acknowledges a friend in . . . (name of station)."

The series, Mr. Lucas stated, is strictly a goodwill proposition, with no tourist message included, and is written to show how the two countries need each other, and why Canada is temporaily short of U.S. dollars. It is being produced indirectly by the Canadian government through the International Service of the Canadian Broadcasting Corp. There is no tie-up with the Canadian government's Travel Bureau, which is buying much space in U.S. publications, Mr. Lucas said.

Artists taking part in the series include Jack Benny, Bob Hope, Eddie Cantor, Ozzie & Harriet, Burns and Allen, Greer Garson, Ronald Colman, Herbert Marshall, Ray Milland, Helen Hayes and Koussevitsky and the Boston Symphony Orchestra.

Upcoming

May 12: New England Regional Network dinner honoring New England Congressmen. Mayflower Hotel, Washington.

May 16-19: RMA 25th annual Convention and Parts Industry Trade show. Stevens Hotel, Chicago.

May 19: Southern California AAAA meeting, Los Angeles.

May 20: AFRA Ball, Hotel Astor, New York.

May 26-27: Virginia Assn. of Broadcasters, Williamsburg, Va.

May 29-June 1: Advertising Federation of America 45th annual convention, Houston, Tex.

June 3: Kentucky Broadcasters Assn., Louisville.

June 13-16: Canadian Assn. of Broadcasters Convention, Algonquin Hotel, St. Andrews-by-the-Sea, N. B.

June 26-30: Advertising Assn. of the West 46th annual convention, Hotel Vancouver, Vancouver, B. C.

July 29-30: Catholic Broadcasters Assn., U. of Notre Dame, South Bend, Ind.

Aug. 25-28: AFRA annual convention, Palace Hotel, San Francisco.

Sept. 14-16: Illinois and Wisconsin Broadcasters Assn. and NAB District 9 meeting, Northernaire Hotel, Three Lakes, Wis.

Sept. 26-28: National Electronics Conference, Edgewater Beach Hotel, Chicago.

Sept. 30-Oct. 9: Second Annual National Television and Electrical Living Show, Chicago Coliseum, Chicago.

Nov. 11-12: NARND Convention, New York.

TIME COSTS
Too High, ANPA Claims

(ANPA story page 24)

ADVERTISERS are re-evaluating radio programs in favor of newspapers because of the rising costs of using the airwaves, newspaper publishers were told Thursday afternoon in a presentation by American Assn. of Newspaper Representatives.

The presentation was made as part of the "Newspaper Week" round of activities held in conjunction with American Newspaper Publishers Assn. meeting in New York. The presentation holds that "Newspaper efficiency once again looms up as the sharpest, keenest device for making every advertising dollar work." It was prepared primarily to sell advertisers in the food fields.

Its primary argument against radio is that the increase of stations has chopped up the radio audience, thereby increasing the advertiser's costs. It admits television is a medium of "tremendous potential impact" but as yet has served only to further divide radio.

Says the presentation:

There has been an increase of more than 1,000 radio stations, more than 100% more stations today than in 1941. This has divided, chopped up the radio-listening audience, and as these stations have multiplied, the cost to the adversiter has risen into what many manufacturers regard the field of diminishing returns.

It is too early to appraise the cost and coverage of television because that medium is still in the development phase. It is admittedly a medium of tremendous potential impact but as yet of severe limitations—98% of the homes in this country are as yet unequipped with television. Television's chief effect thus far has been further to reduce the effectiveness of radio, further to divide the radio audience and consequently further to increase the dilemma of the food manufacturer who finds himself with large commitments in radio programs.

Newspapers have been better able to cope with higher operating costs and have found additional means of getting the necessary revenues to help meet these costs, with the result that newspaper milline rates today are only 1% more than they were in 1945, and are actually less than they were in 1939.

'Happy Family'

LOCAL elections in Charlotte, N. C., are being covered by four Charlotte stations under a cooperative plan. WSOC WAYS WIST (FM) and WBT have set up jointly shared radio election headquarters in the Criminal Court room of the County Court House. In addition to radio coverage from this room, a large bulletin board is maintained for posting returns. Advertisements run in local papers invite the public to come to the Court House "or keep their radio tuned to one of the four stations." Newspapers also have publicized the joint effort of the stations, according to J. R. Covington, WBT promotion manager. "In fact," Mr. Covington reported, "we're just one big happy family."

DEAN LANDFEAR, emcee of *Voice of Iowa* over WMT Cedar Rapids, received multitude of hard boiled eggs when he offered prize to designer of best decorated Easter egg. Winning egg was large "Carmen Miranda".

RIGHT ANSWER
Brings Manager Many Gifts

AT LEAST one station manager has finally learned how it feels to be on the receiving end of a giveaway show.

Henry A. Sullivan received the windfall by giving the right answer to a proposal by the Inter City Advertising Co. of North Carolina that he manage the company's WKIX Columbia, S. C.

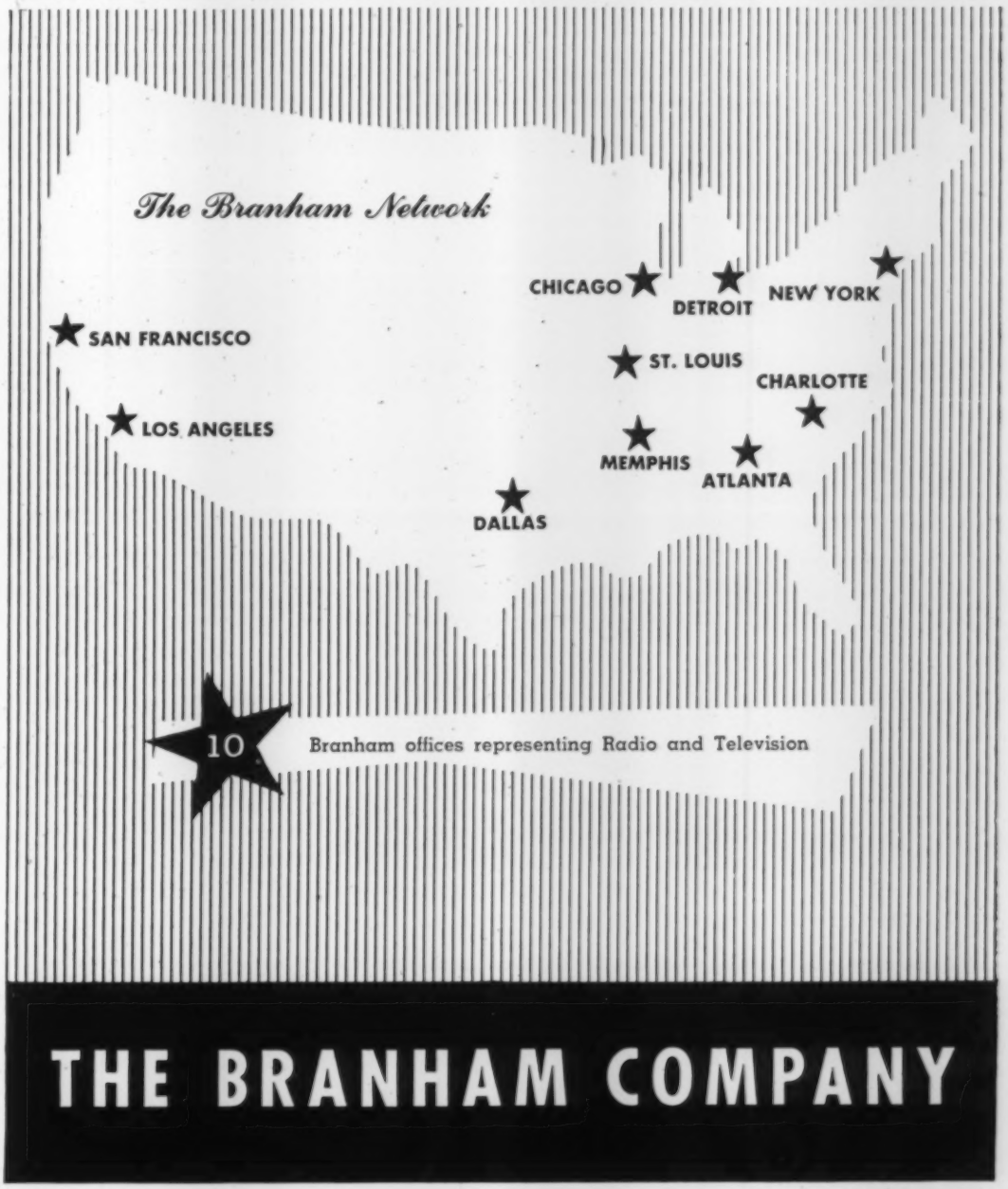
Mr. Sullivan and his wife, Frances, thought they had become the winners of a giveaway show when showered with gifts upon his departure from WDSC Dillon, N. C., which Mr. Sullivan had managed for two years. Among the presentations were a gold Hamilton watch from the WDSC owners, a brief case from staff members, silverware from Mrs. Sullivan's bridge club and variety of smaller gifts.

In addition, they were feted at many parties and dinners given by staff members, the bridge club and the Men's Bible Class of the Methodist church of which Mr. Sullivan was president.

After graduation from Atlantic Christian College he became a part time announcer and bookkeeper on WGTM Wilson, N. C., then program director of WBIG Greensboro — then manager of WDSC.

Inter City, owned by G. W. Dowdy, B. T. Whitmire, H. H. Thoms and J. H. Doughton, is composed of WKIX, WAYS Charlotte and WCOG Greensboro.

JOHN B. ROBERTS, director of Temple U. Radio Workshop, announced that WHRC Haverford College and WVIL Villanova College have joined The *Philadelphia Inquirer* Collegiate Network. They began network operations the week of April 25.



AM vs. TV

RELATIVE impact of a TV and an AM broadcast may be gauged by the *Original Amateur Hour*, sponsored by P. Lorillard Co. for Old Gold cigarettes on the DuMont Television Network, Sunday, 7-8 p.m., and on ABC (AM), Wednesday, 8-9 p.m. Program asks listeners and viewers to vote for their favorite acts by phoning the station they are tuned to. In New York, which has 535,000 TV sets in the metropolitan area compared with 3,700,000 AM sets (according to NBC estimates), the telecast outpulls the AM broadcast appreciably in the city telephone votes, according to Lennen & Mitchell Inc., New York, Old Gold agency.

Shortwave Bill

HOUSE Foreign Affairs Committee last Tuesday reported favorably a bill authorizing transfer of certain government-owned international shortwave facilities from Reconstruction Finance Corp. to State Dept. The measure, involving an administrative transfer dealing with land rents, was reported without amendments and placed on the House calendar. It is expected to be considered today.

AFCCE ELECTS

Gillett Is President Of Engineer Group

GLENN D. GILLETT, veteran Washington consulting radio engineer, was elected president of the Assn. of Federal Communications Consulting Engineers at the organization's first annual meeting last week. He succeeds C. M. Jansky Jr., who was elected to head the AFCCE last fall upon its formal organization [BROADCASTING, Nov. 22, 1948].

Andrew D. Ring was elected vice president, succeeding Mr. Gillett. George C. Davis was named secretary and James C. McNary treasurer. Mr. Ring had been secretary and Mr. Davis treasurer. George M. Lohnes and Frank H. McIntosh were named to two-year posts on the organization's executive committee to fill vacancies left by retirement of Mr. Jansky and John Creutz. Continuing to serve for another year are Frank G. Kear and Joseph A. Chambers. All officers are automatically members of the executive committee.

Mr. Gillett

Mr. Gillett stated that steps are under way to secure recognition for consulting engineering as a profession from the District of Columbia. He also indicated that the association plans to undertake cooperative studies of basic engineering problems and to seek simplification and betterment of FCC engineering standards.

Mr. Ring

Mr. Davis

Initial steps toward organization of AFCCE were taken about a year ago [BROADCASTING, May 3, 1948]. Formal organization occurred last fall, when constitution, by-laws and canons of ethics were adopted. Active and associate memberships are open to all qualified communications engineers whose work brings them within the scope of FCC.

During the past year considerable effort has been put into formulation of the strict code of ethics to guide the professional conduct of association members. These cover professional life in general, relations with the public, clients and employers, as well as relations with other engineers.

Mr. Lohnes

Mr. McIntosh

Mr. Gillett's statement in full follows:

The aim of the association this year will be to build on the foundation which has been so carefully laid during the initial year. Much of our time and attention of necessity has been devoted to the organization of the association and the formulation of its broad objectives. Thus the constitution and by-laws were drawn up and adopted after much consideration and discussion. After further study the Canons of Ethics and the requirements for membership were formulated and adopted together with the letterhead and seal of the organization.

Steps have been taken and are underway to secure from the District of Columbia government the recognition that the practice of consulting engineering is a profession. Presentations were made to the FCC in reference to certain standards concerning the computation of field strength distribution.

Mr. Creutz

Mr. McNary

While of necessity the size of the organizing group had to be limited to the older members of the profession who were regularly and easily available in Washington, it was the intent of the entire founding group that all other engineers of good standing and adequate experience in the field should become members. The association wants and needs the benefit of the experience of all these in our efforts to raise the standards of the profession.

We have been particularly gratified by the strong support and endorsement we have received from the major networks through their top broadcast engineers becoming associate members of the organization. This is the only organization directly concerned with the standards of conduct and performance of the engineers practicing in work with the FCC.

It is hoped that through conference and discussion with the FCC and its engineers that we can work towards simplified but better engineering standards in the regulation of the industry. The association also will work to establish studies of basic engineering problems so that better fundamental data may be available to the industry to permit the most effective and orderly development of the art.

NAB BOARD

Committees Are Named

NAMES of NAB directors serving on the board's standing committees were announced last week by NAB President Justin Miller. The reconstituted committees will serve until the next convention.

Directors also were named to serve as liaison members of NAB executive committees. Appointments of association members to the executive committees have not yet been made other than naming of John J. Gillin Jr., WOW Omaha, as chairman of the combined Sales Managers & Small Market Stations Executive Committee. Final decision has not been reached on the form this combined group will take under NAB's new Broadcast Advertising Bureau setup (see BAB story page 25).

Board standing committees:

BY-LAWS: Hugh B. Terry, KLZ Denver, chairman; G. Richard Shafto, WIS Columbia, S. C.; Allen M. Woodall, WDAK Columbus, Ga.

CONVENTION SITES AND POLICY: Howard Lane, WJJD Chicago, chairman; James D. Shouse, WLW Cincinnati, Charles C. Caley, WMBD Peoria, Ill.

FINANCE: John F. Meagher, KYSM Mankato, Minn., chairman; Clyde W. Rembert, KRLD Dallas; William B. Quarton, WMT Cedar Rapids, Iowa; Harold E. Fellows, WEEI Boston; Harry R. Spence, KXRO Aberdeen, Wash.

MEMBERSHIP: Gilmore N. Nunn, WLAP Lexington, Ky., chairman; H. W. Slavick, WMC Memphis; Merrill Lindsay, WSOY Decatur, Ill.

Association directors named as board liaison members of the NAB's standing committees were:

EMPLOYE-EMPLOYER RELATIONS: Calvin J. Smith, KFAC Los Angeles; Harry Bannister, WWJ Detroit.

ENGINEERING EXECUTIVE: G. Richard Shafto, WIS Columbia, S. C.; Merrill Lindsay, WSOY Decatur, Ill.

FM EXECUTIVE: Everett L. Dillard, KOZY Kansas City; Frank U. Fletcher, WARL-FM Arlington, Va.

LEGISLATIVE: Clair R. McCollough, WGAL Lancaster, Pa.; Gilmore N. Nunn, WLAP Lexington, Ky.

MUSIC ADVISORY: Campbell Arnoux, WTAR Norfolk, Va.; H. W. Slavick, WMC Memphis.

PROGRAM EXECUTIVE: Harold E. Fellows, WEEI Boston; George D. Coleman, WGBI Scranton, Pa.

PUBLIC RELATIONS EXECUTIVE: William B. Quarton, WMT Cedar Rapids, Ia.; Kenyon Brown, KWFT Wichita Falls, Tex.

RESEARCH: Charles C. Caley, WMBD Peoria, Ill.; Michael R. Hanna, WHCU Ithaca, N. Y.

SALES MANAGERS AND SMALL MARKET STATIONS: John F. Meagher, KYSM Mankato, Minn.; Robert D. Enoch, KTOK Oklahoma City, Okla.

UNAFFILIATED STATIONS: Frank U. Fletcher, WARL-FM Arlington, Va.; Glenn Shaw, KLX Oakland, Calif.

CORESPONDENT My wife used to darn my socks, do the laundry, clean up the house and have dinner ready on time. She was a real helpmate. Now she just sits and listens to KXOK all day long. Either KXOK goes off the air, or I'm giving my wife the air . . . naming KXOK as corespondent.

Irate Husband

Dear Irate:

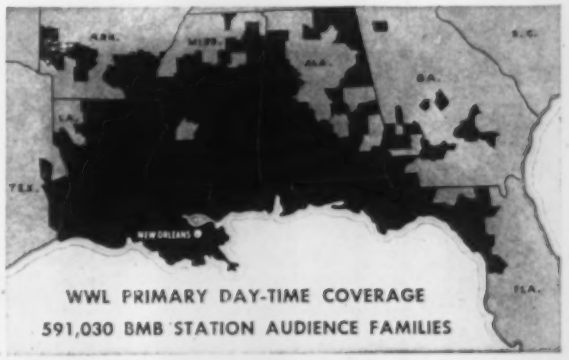
Don't blame your wife. Hundreds of thousands of women are in love with our daytime programming. KXOK's daytime Hooper listening index has increased three years in a row. Any John Blair representative will make a good witness for you.

KXOK, St. Louis
630 on your dial

3 Beauties of the Deep South

1. **"MADEWOOD"**, at Napoleonville, La. This beautiful plantation home is one of the showplaces of the South. Erected over 100 years ago by Thomas Pugh near storied Bayou Lafourche in southern Louisiana.

2. **SHRIMP FLEET** at Morgan City, La. The waters here produce the largest shrimp found anywhere in the world. Over 4½ million pounds were processed in Morgan City last year. Flourishing seafood industries of the Deep South are still another reason why WWL-land is ahead of the national average in increased income, increased buying power, and general prosperity.



WWL PRIMARY DAY-TIME COVERAGE
591,030 BMB STATION AUDIENCE FAMILIES

3. **WWL'S COVERAGE OF THE DEEP SOUTH** 50,000 watts—high-power, affording advertisers low-cost dominance of this new-rich market.

Note: Coverage mapped by Broadcast Measurement Bureau. Some scattered counties, covered by WWL, are not shown.

The greatest selling power in the South's greatest city

50,000 WATTS CLEAR CHANNEL CBS AFFILIATE

Represented Nationally by The Katz Agency, Inc.

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

AP, UP, INS

(Continued from page 32)

In little more than 12 months, 30 such associations have been formed covering 39 states, the District of Columbia and Alaska, the board reported.

The board also reported that during 1948 radio made enormous expansion in AP roles—far outrunning newspapers. Radio membership in the U. S. increased from 456 to 940. In the newspaper field, although 14 afternoon, one morning and three Sunday papers were admitted to membership, total membership went only from 1,707 to 1,708—the single increase being the end result of consolidations and other changes.

In an announcement later, Mr. Gramling brought the total radio membership to 1,010. He reported radio clients now outnumber AP newspaper clients in 10 states and in the District of Columbia. The states are Alabama, Georgia, Louisiana, Maine, Maryland, North Carolina, Mississippi, Oregon, Utah and Wyoming.

Robert McLean was reelected president of the Associated Press.

Two new vice presidents also were named by the board: James M. Cox Jr. of the *Dayton Daily News* and president of WHIO Dayton, and Robert B. Choate of the *Boston Herald*, who is president of WHDH Boston. Mr. Cox, who was named first vice president, succeeded E. M. Dealey, *Dallas* (Tex.) *Morning News*, who is president of WFAA Dallas. Mr. Choate, second vice president, succeeded Buell W. Hudson, *Woonsocket* (R. I.) *Call*.

Executive officers re-elected were: Kent Cooper, executive director; Frank J. Starzel, general manager; Lloyd Stratton, secretary, and Robert Booth, treasurer.

Five men were re-elected to the board of directors and a sixth was elected for the first time. All six are with newspapers which have station affiliations. Those named were:

Arthur Hays Sulzberger, *New York Times* and WQXR New York; James E. Chappell, Birmingham *Age-Herald* and WSGN Birmingham; Paul Bellamy, Cleveland *Plain Dealer* and WHK Cleveland; J. R. Knowland, Oakland (Calif.) *Tribune* and KXL Oakland; O. S. Warden, Great Falls (Mont.) *Tribune* and KMON Great Falls; B. M. McKelway, Washington (D. C.) Sunday *Star* and WMAL Washington. Mr. McKelway was the newly added board member.

INS Reports Gains

INS, which also held meetings during the week, reported impressive gains during the year.

Seymour Berkson, vice president and general manager, said domestic and foreign clients increased—157 newspapers having been added and 49 radio stations and 29 television stations.

"In the television field itself," he said, "our growth since Jan. 1, 1948, has been phenomenal. We now serve 45 out of the 60 existing television stations with one or more of our news elements. Our television news material reaches 30 out of 36 television market areas.

"These television news packages consist of daily and weekly newsreels produced in collaboration with Telenews Productions, daily news photo packages produced by our picture affiliate, International News Photos, and newstape and page printer news bulletin service produced by our news staff. We are the only news agency to date to provide such comprehensive news coverage for television stations. We have pioneered in this field since early in 1946."

Praises Newsmen

Mr. Berkson also reported on the accomplishments of many INS newsmen. Among them, he singled out Ed Stein, INP television editor, for his "brilliant creative work" in devising the format for *Camera Headlines*, now being telecast over DuMont network.

UP in its series of business meetings reported it now is serving more than 1,200 stations. That is exclusive of television clients or FM stations operated in conjunction with AM station clients. The total of all clients is 3,214, UP reported.

Phil Newsom, radio news manager, said regional service on the UP's domestic radio wires has been expanded to the point where virtually every state now has its own wire for some five and a half hours each day. The wire carries 22 regular daily and weekly features, aside from scripts of particular timeliness.

Mr. Newsom further reported that the number of types of sponsors of the regular features again increased in 1948. A survey in 1946 showed 77 different types of sponsors; in 1947 there were 115, last year 178, he said.

STATE DEPT.

Changes Proposed in Bills

CONGRESS last week took action on twin House and Senate legislation designed to concentrate greater responsibility in the hands of State Dept.'s assistant secretary for public affairs, dealing with information and education, and other similar level posts—while strengthening the top command.

The Senate Foreign Affairs Committee on Tuesday reported to the Senate a bill (S 1704) which it unanimously favored in committee April 19. Meanwhile, the House committee conducted hearings on a similar measure. Purpose of each is, broadly, to improve and strengthen State organization.

The Senate proposal, in effect, would increase the number of assistant secretaries from six to ten, as would the House bill, and centralize in the State Secretary authority for conduct of foreign affairs now vested in subordinates.

BASEBALL

Interstate Commerce Views

BROADCASTS and telecasts of baseball games do not bring the sport into the field of interstate commerce, organized baseball told Federal District Court in New York last week.

The claim was made in answer to Danny Gardella's $300,000 damage suit resulting from his suspension from organized baseball for jumping to the Mexican League. The former New York Giants outfielder claimed baseball is in interstate commerce, and therefore subject to anti-trust laws, by virtue of broadcasts and telecasts [BROADCASTING, Feb. 14].

Broadcasting and telecasting are incidental and "in no way necessary for, or a part of, the giving of baseball exhibitions," the defendants declared. They are the Giants, Baseball Commissioner A. B. Chandler, President Ford C. Frick of the National League, President William Harridge of the American League, and President George M. Trautman of the minors' National Assn. of Professional Baseball Leagues.

The Federal District Court has been instructed to determine whether carrying ball games by radio for fees brings the sport into interstate commerce. The instruction came from the New York Circuit Court of Appeals in the Gardella case.

The prevailing Supreme Court decision on baseball's status under the anti-trust law was handed down down in 1922, before the day of baseball broadcasts and telecasts. It held that baseball is not in interstate commerce. Spokesmen for organized baseball say they will take the Gardella case to the Supreme Court if necessary.

Meanwhile, the Justice Dept. for some time has been studying baseball practices with respect to radio and television rights, to determine whether a full-scale anti-trust investigation should be launched. The decision on the sport's interstate commerce status would be controlling in that connection. There also are two pending House bills, offshoots of the Gardella and similar cases, which would exempt all organized professional sports from anti-trust prosecution by holding that they are not in interstate commerce [BROADCASTING, April 18].

RWG Contract

CONTRACT for freelance scripters between Radio Writers Guild and agencies, package producers and sponsors was reported to be 85 pages long last week—with the agreement still in the revision mill. First draft of the document was put together by Austin M. Fisher, management representative. Illness of RWG counsel has delayed completion of the pact for several weeks.

An excerpt from a letter to Cleveland's Chief Station

SHELL OIL COMPANY
INCORPORATED
900 UNITED BANK BUILDING
2012 WEST 25TH STREET AT LORAIN
CLEVELAND 1, OHIO
March 22, 1949.
I have been thinking about the very fine job being done by Jimmy Dudley and Marvin Cade on our "SHELL DIGEST". These boys are not only turning out an excellent news and sports program, but are going out of their way to work with us in promoting the show.
W. F. FLINT,
MANAGER—CLEVELAND DIVISION.
WJW

BILL O'NEIL, *President*

WJW

CLEVELAND

BASIC ABC Network

850 KC 5000 Watts

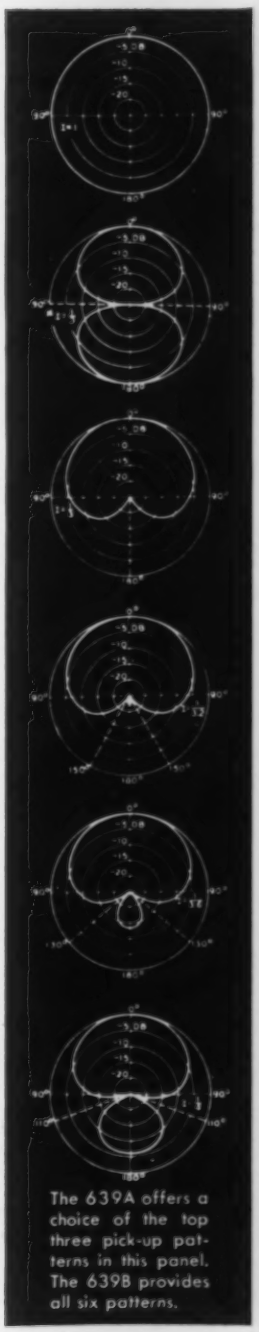
REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

639 TYPE CARDIOIDS ARE BETTER FOR AM-FM-TV

***BETTER** Front to Back Discrimination*
***BETTER** Signal to Noise Ratio*
***BETTER** Frequency Response*

The popular Western Electric Cardioids deliver quality performance—are attractive in appearance. The 639A offers three pick-up patterns, the 639B provides six. They are ideal for any pick-up assignment in AM, FM or TV. For immediate delivery, get in touch with your local Graybar Broadcast Representative, or write Graybar Electric Company, 420 Lexington Ave., New York 17, N. Y.

—QUALITY COUNTS—



The 639A offers a choice of the top three pick-up patterns in this panel. The 639B provides all six patterns.

Distributed by GraybaR
OFFICES IN 100 PRINCIPAL CITIES

Western Electric

DISTRIBUTORS: IN THE U. S. A.—Graybar Electric Co. IN CANADA—Northern Electric Company, Ltd.

Video Views

(Continued from page 34)

serialization of Gen. Eisenhower's *Crusade in Europe* at $15,000 per installment or $390,000 for the series. He estimated that 2,500,000 people see and hear Admiral's *Broadway Revue*.

"This is only one of the top television shows. Certainly, TV programming can't be too bad if over 20 million people view 10 television shows," he said. He pointed to Admiral's further confidence in TV by its recent contract to jointly sponsor *Stop the Music* with Old Gold cigarettes beginning May 5.

He noted that, contrary to general opinion, there is strong evidence to prove that much of the money going into TV sponsorship is new money. He recalled that NBC has reported 40% of its television time has been bought by NBC-AM advertisers without taking any money from their appropriations, and 60% of the time has been bought by new advertisers.

"Undoubtedly, in two or three years, television will be in definite competition with other media for the advertising dollar, but as far as radio is concerned, I would like to make this statement—radio will continue for many years to come, if for no other reason than because of the fact that 1948 radio sponsors spent a whopping $550 million."

Mr. Mintz noted that the January total of 727 advertisers had swelled to 1,147 as of March 1.

ANPA

(Continued from page 24)

level where most retailing is done, he said.

At sessions Thursday, which were closed, many matters of interest to broadcasters were covered.

Fred Schilplin of the *St. Cloud* (Minn.) *Times* and president of KFAM St. Cloud, advised newspaper publishers to go slow about embarking on radio projects.

Last year, all radio-owning newspapers represented at the convention said they had made money with them. This year, of 28 asked if their stations were making money, only 14 said they were.

Cranston Williams, general manager of ANPA, who summed up the meeting for reporters, said a canvass indicated a general opinion that radio would be "on the rocks" in three years. That opinion was expressed by publishers who cited the large number of stations and the advent of television as the reasons for their views.

At these closed meetings, publishers were unanimous in agreeing that news highlights heard on radios helped sharpen the public's appetite for detailed stories in newspapers—thus radio newscasts helped to sell more newspapers.

ED NEIBLING (1), newscaster at KTUL Tulsa, is shown as he prepared to leave for Brussels to attend the Fourth World Congress of Junior Chamber International, which opened last month. Mr. Neibling, one of two Oklahoma representatives in the 150-member U. S. delegation, is a director of the Tulsa Junior Chamber. His transcribed interviews and reports on the meeting are being broadcast by KTUL. Pictured with Mr. Neibling is an airline pilot.

Calif. Tax

(Continued from page 38)

promoter thought the gate should draw, subject to Athletic Commission approval.

This would be a strictly unworkable and unsound way of doing business, the broadcasters say.

Mr. Westlund said it was difficult to say at this time what chance the proposed bill has of passing the State Legislature. On the day it was approved by the committee, he said, only five committee members were present and it was considered only briefly together with a heavy schedule of other bills. There has been too little discussion about the bill among legislators generally to have any clear idea of their feelings on the matter, he stated.

But you can rest assured, he said, that the California broadcasters will see that it is considered fully before it comes up for a vote by the two houses of the Legislature.

Rail Communications

HEARINGS have been slated by House Interstate & Foreign Commerce Committee for May 17 on legislation that would require certain railroad common carriers to install and maintain communications systems. The measure (HR 378), authored by Rep. Robert Crosser (D-Ohio), House Interstate chief, would amend the Interstate Commerce Act. Another bill, to be considered in the same hearing, would also include the communications clause, but is directed generally toward promotion of safety for employes and travelers. Systems would cover such devices as radio, telegraph, telephone, etc.

Film Report

(Continued from page 35)

(CST) on WENR-TV (ABC). . . . Eight 30-second spots ordered by **Leo Burnett Agency**, Chicago, for the **Brown Shoe Co.** (Roblee shoes for men) include title cards and below-the-knee shots exclusively. Series shows a bride and groom walking out of the church into a waiting car, a weary couple searching for an apartment, picnickers and a shuffling man finding a $50 bill, each followed by the comment "Wouldn't you like to be in HIS shoes?". . . Atlas has also completed optical stand one-minute commercials for **Grain Belt Beer**, Minneapolis, through **United Videogram**, and **Fehr Beer**, Louisville. Former, a package of 12, will be telecast locally during the baseball season. Group of six for Fehr will be shown in Louisville. . . .

Douglas Productions, Chicago, has contracted with Olian Advertising to film highlights of Chicago Cubs home games for a 15-minute show, *Today's Ballgame*, which will be sponsored by the **Chicago Metropolitan Ford Dealers** on WGN-TV, same city. Agency is packaging the program. . . . First showing of Douglas' live, on location commercials for the **Chicago Hudson Dealers Assn.** takes place tonight (Monday) on WBKB during sponsorship of dealers' wrestling matches. Shots of varying length were taken in the western suburbs with cars in action on the highway and in showrooms. . . . **Malcolm-Howard**, the agency, is planning a series of animated spots for the **Ambrosia Brewing Co.** (Nectar beer), sponsor of National Girls' professional Baseball League games on WENR-TV Chicago.

Mr. Swaney

Live-action dramas of the home-baking of **Ballard & Ballard**, Louisville, Obelisk biscuit will be released by **Chicago Film Lab.** to Henri, Hurst & McDonald before the end of May. The series includes one-minute spots. . . . **Campbell-Cahill**, Chicago, is producer of two 20-second Dean Milk Co. commercials, featuring Dean's Chocolate Dairy Drink, for **Morris F. Swaney**, same city. Each features children in live action, with a child's voice over opening and closing product animation. Each opens with a question mark which pinwheels into the background to be replaced by a full-screen size view of the product can. **Jim Campbell** does the voice-over narration. Closing is a stop-motion animation, with the cans moving from a straight line into a pyramid. The top can changes position, and a glass appears to catch the liquid as it falls. . . .

Richard Hodgson, director of technical operations for **Paramount Pictures Inc.**, spoke at last Thursday's dinner meeting of the National Television Film Council Inc., New York. Mr. Hodgson discussed the "Paramount Theatre TV System," whereby video image is photographed from the tube, processed and projected on the theatre screen within about one minute. His talk was accompanied by demonstration of the process.

NBC CHARITABLE

Gives Ed Murrow Big Play

IN A FIT of charitable programming, planned or accidental, a large piece of the 15-minute broadcast carried by NBC from the Peabody Awards presentation April 21 was devoted to the acceptance of an award by Edward R. Murrow, one of the most distinguished performers of CBS [BROADCASTING, April 25].

NBC and ABC each carried 15-minute programs from the New York Radio Executives Club meeting at which the awards were made. ABC's spot, from 1:15 to 1:30 p.m., included the four awards won by it and its affiliate, WDAR Savannah.

On the NBC broadcast, from 1:45 to 2 p.m., only two of the four awards won by NBC were presented, some five minutes of the show being occupied by Mr. Murrow's prize. Awards were presented to the other two—KNBC San Francisco and the *University Theatre of the Air*—at points when the presentation ceremonies were not being broadcast.

CREDIT RELAXED

May Stimulate Set Sales

STIMULUS to sale of higher-priced broadcast receivers and television sets is seen in relaxing of the Federal Reserve Boards regulations covering installment buying. Bond Geddes, executive vice president of Radio Mfrs. Assn., said extension of the installment period from 21 months to two years will help sale of higher-priced radio sets.

Effective April 27, the board's Regulation W was amended to cut the down payment on higher-priced radios, other household appliances and furniture from a minimum of 15% to 20%.

Radios and other goods costing less than $100 are not affected by the limitations of Regulation W. In the past the exemption applied to items under $50.

Explaining the action, Thomas B. McCabe, Reserve Board chairman, said most of the items affected are now in supply at prices more favorable to the consumer than was the case a year ago. The board had reduced down payments from 20% to 15% last March 7, at the same time extending maturities from 15-18 to 21 months.

CFOS Owen Sound, Ont., was to have opened new studios on April 20.

Tele-Sports

(Continued from page 35)

sports events. This must be done by making them more colorful spectacles and better all-around shows, he said.

Mr. Gibbons related that boxing and baseball had not suffered poor gates in Washington because of television coverage of those events. He stressed that college authorities must "stop being guided by feelings and fears and start being guided by facts." Mr. Gibbons said he knew of no sport in the Washington area which has suffered yet because of TV.

Mr. Farrington, however, said he believed TV would hurt George Washington's grid events because it is a minor football school. He stated television will be a poor business deal for schools of this class until television stations can "lay it on the line to compensate for those who stay away" from sports events.

Good Games Attract

Mr. Brundige stressed that good sports events will never be hurt by television and pointed out that it is the attraction quality of the game that will count. He recalled the exceptional turnout when Maryland U. played North Carolina in Washington last Nov. 13 despite the fact that the game was televised locally and in addition two other TV outlets were telecasting network football games.

The WOIC sports commentator reminded the group it must not forget that television is here to stay. He warned if any good TV program is to be had at the time of a local game, whether telecast or not, the local game will have to meet the competition.

In the floor discussion that followed, Joseph Labrum, director of publicity for the U. of Pennsylvania when games were first telecast from Franklin Field and now publicity director for the National Football League, commented that some of the professional teams still do not know if TV is hurting or helping their gates. He said no definite survey has been made to date.

He recalled there once had been worries over the effect radio would have at Penn., but that games always were sell outs.

The afternoon session, devoted to "Television in the Future of Higher Education," featured talks by Charles M. Underhill, CBS director of television programs; Caroline Burke, NBC television supervisor for public affairs in education, and Robert Cochrane, program director of WMAR-TV Baltimore. Earl Minderman, assistant to FCC Chairman Coy, read the chairman's address. Presiding was Lynn Poole, director of public relations, The Johns Hopkins U., Baltimore.

Comr. Coy's talk said television will go "a long way to correct one of the major weaknesses of our educational methods—the failure to relate education to life." Television, he said, will stimulate "a new interest in all other sources of information—in the schools, in books, magazines, newspapers."

Comr. Coy's message pointed out that the responsibility rests both with telecasters and educators. Broadcasters, using public-owned frequencies, have been asked by Congress to use these facilities in the public interest and to accord non-profit organizations sufficient time. Educators must learn how to use TV effectively and work with broadcasters to develop programs suitable for adult education "which must be aired at a good listening time."

The FCC chairman in his message said he hoped "some of the better-financed universities would start thinking seriously of building their own television stations." Mr. Minderman, in reply to questions on this point, stated FCC has not yet provided for educational, noncommercial video stations. He also said that Comr. Coy has estimated that UHF stations would be operating in 1950.

Mr. Underhill told the group "television will be a tremendous medium for education" but that as it becomes a mass medium it may be difficult to supply the needs of many small and varied groups. He said TV's most far reaching job in education would be done by indirection although some direct "education" programs may be successful. The direct approach is easy, he said, but it doesn't always attract and hold the audience. He pointed out that good advertising is educational in many ways.

Mr. Cochrane discussed in detail what he would do about television if he were a college public relations director. He urged educators to take careful stock of what they had to offer first. Possibilities in programming for new stations were related and Mr. Cochrane urged college officials to get to know their local television people early.

Aural Record Cited

Miss Burke pointed out the excellent job aural radio has done in both the direct and indirect education field. She commented on TV's vital new factor of adding sight to sound and said that television programming to be effective should be "doing and not just showing."

Television also came before the ACPRA convention in other instances last week. W. Lowell Treaster, Michigan State College, who is the association's director of media activities, stated that a new project has been started to gather "television experiences from colleges and universities now emloying this new outlet." He said it is hoped the information "will be useful to all schools planning to sponsor television broadcasts."

Edward P. VonderHaar, ACPRA secretary-treasurer, reported that charts for the lay-out of stadium television booths, which were prepared last year by NBC in cooperation with an ACPRA sports committee, are now available upon request.

Blue Chip Programs at penny-ante prices!

Let's face it! With live-talent program costs soaring . . . with television cutting into radio budgets ...with advertisers everywhere tightening belts, you've got to offer your prospect more than airtime. You've got to pitch him a sharp idea . . . open his eyes to a real sales opportunity, if you want him to reach for his pen.

What today's local advertiser wants . . . more than ever . . . is a blue-chip program at penny-ante prices. A program with big names . . . big-time format ...current songs and music woven into a listenable framework for his commercials. He wants talent that will compete with network shows . . . a program angle that'll make his show remembered. Above all, he wants a flexible show that can be tailored to his individual merchandising requirements.

Will a "record show" fill the bill? No! It's not "big-time." Will an open-end platter . . . a "canned package" do it? Maybe, but what about cost?

Will a well-integrated transcribed musical show that features top stars, patter and late tunes rouse your prospect's interest? It certainly should, if there's an idea behind it and the price is right.

Capitol Transcriptions' unique library program service provides you with just this sort of big-time, low-cost musical show. When you offer Capitol programs . . . the big-time shows tailored to the local picture . . . you're selling a solid idea with obvious sales appeal. We have prepared a set of discs that give you the whole story. Please send for them.

Mail this coupon today, for the new 1949 FREE demonstration discs—full details.

A UNIQUE LIBRARY PROGRAM SERVICE

Capitol TRANSCRIPTIONS
A Division of Capitol Records

Capitol Transcriptions,
Sunset and Vine, Dept. B52
Hollywood 28, Calif.

Sirs: Send me your **FREE** demonstration discs, without obligation.

Name_____

Station_____ Position_____

Address_____

City_____ State_____

IER SESSIONS

Open May 5 in Columbus

CO-FOUNDERS of the Institute for Education by Radio—Dr. W. W. Charters, professor emeritus of Ohio State U.'s Bureau of Educational Research, and Congresswoman Frances Payne Bolton of Ohio—will be given life memberships in the IER at its annual convention which opens next Thursday and runs four days in Columbus, Ohio.

The first such conference at Ohio State in Columbus was launched by Dr. Charters in June 1930. In the early stages of the group's growth, financial support was extended by the Payne Fund, New York, of which Mrs. Bolton was founder and director. She will be cited also for the work of the fund in founding the Ohio School of the Air and the Rocky Mountain Radio Council.

Dr. Harlan H. Hatcher, vice president of the university and chairman of its 75th anniversary committee, will serve as toastmaster at the annual banquet Sunday afternoon. John B. Fullen, executive secretary of the Ohio State U. Assn., will outline "Seventy-Five Years of Educational Service," and a musical program will be furnished by the Columbus Boychoir School, directed by Herbert Huffman. Dr. Charters and Mrs. Bolton will receive the memberships at the dinner, climax of the four-day event.

Dallas W. Smythe, U. of Illinois Institute of Communications Research, has been added to the group which will appear at the general television session Friday night. The following morning, David Penn, special correspondent with the State Dept.'s International Broadcasting Division, and George Voscovec of the UNESCO Mass Communications staff in Paris, will lead discussion at the general international meeting.

Panel Participants

The panel will include also Norman Luker and Pierre Crenesse, North American directors of the BBC and French radio, respectively [BROADCASTING, April 25], Ira Dilworth, general supervisor of CBC International Service, and Willard C. Wichers, midwest director of the Netherlands Information Bureau.

Kenneth Bartlett, Syracuse U. radio director, will officiate as discussion leader at each of the four general sessions. This was suggested by the National Advisory Committee to encourage wider audience participation and confine discussion to relevancies. Edward Stasheff, assistant program manager at WPIX (TV) New York, and Irve Tunick, freelance network writer, will conduct panels on television production and writing, with Adele B. Tunick of WNYE New York, as co-chairman. Panelists will be Henry S. White, president of World Video; Mel Boyd, president of the Television Producers Assn., California; Robert Emery, DuMont producer, and Clark Jones, WNBT (TV) New York director.

The Thursday afternoon reception, honoring newcomers to the convention, will show a jeep studio in operation through facilities of WLWC (TV) Columbus, Crosley station. Interviews with visitors will be telecast on a special 5 p.m. show.

In addition to these sessions, the institute will offer 12 work-study groups, nine special-interest meetings and five clinics. All meetings will take place in the Deshler-Wallick Hotel.

Video programs for rural audiences will be studied by U. S. Agriculture officials and radio farm broadcasters at Columbus. Three work-study sessions during the four-day conference will consider agricultural broadcast problems and techniques, as planned by the Dept. of Agriculture and the National Assn. of Radio Farm Directors.

The initial meeting Friday morning, headed by Kenneth M. Gapen, USDA assistant director of information for radio and television, will feature Maynard Speece, the department's TV specialist, in "Our Second Annual Look at Television." Mr. Speece is scheduled to show a kinescope recording of the department's *Project 255*. Panelists representing land grant colleges, consumer interests and radio farm directors will explain "What I Think TV Can Do For Us."

A local farm broadcaster and an Ohio county agent will outline the content of local farm-home shows and audience response Friday afternoon. Dick Cech, radio farm director of WKRC Cincinnati, will moderate.

A Saturday session will stress problems of using institutional copy. Wallace Kadderly, radio farm director of KGW Portland, Ore., will conduct discussion, and Mr. Gapen will take charge of an analysis of recordings of program elements.

* * *

LEADOFF speaker at Ohio State U.'s 19th annual Institute for Education by Radio, beginning Thursday, is FCC Chairman Wayne Coy (1) [BROADCASTING, April 25]. Two IER co-founders slated to receive life memberships (see story this page) at final dinner are Dr. W. W. Charters (center), professor emeritus at university's Bureau of Educational Research, and Congresswoman Frances Payne Bolton of Ohio, who also will be cited during conference for work of the Payne Fund in founding Ohio School of the Air and Rocky Mountain Radio Council.

ATS MEET

Lack of Members Attending Stops Official Action

MEETING of American Television Society last Wednesday evening at New York's Hotel Park Sheraton was thrown into a turmoil when it learned that a majority vote of all members was required to adopt amendments to the by-laws, chief purpose of the meeting. Speaking for the by-laws committee, Max Chopnick, attorney, also told the group that the 35 members present lacked by more than 50 the 25% of the total ATS membership needed to hold a meeting of record.

Of necessity, action on proposals to increase initiation fees and annual dues, to drop the student associate membership category and to initiate a new class of sustaining memberships for companies interested in television, was postponed until the next ATS meeting. This will be held at the Park Sheraton at 8 p.m. May 26.

To insure a quorum attendance at this meeting, final ATS session of the year at which officers for the 1949-1950 season will be elected, each member present last week agreed to call ten other members and urge them to come. The by-laws committee, including Warren Caro of the Theatre Guild and Archibald Braunfeld, CPA and ATS treasurer, as well as Mr. Chopnick promised to submit a complete revision of the present by-laws for adoption at that time.

With no legal standing as a regular ATS meeting, session continued as a "gathering of friends of ATS," as President Charles Durban, U. S. Rubber Co., put it, for a frank and full discussion of the organization's present shortcomings and the changes needed to establish it as a truly valuable service to workers in the various phases of TV. "It's this coming year or never," was the gist of numerous speakers who pointed out that Radio Executives Club of New York is considering a change in name to Radio and Television Executives Club and may well become the organization of video workers unless ATS provides the intelligent, aggressive leadership that is needed.

Although the present by-laws call for a close of nominations at the first meeting in April, Mr. Durban ruled that in accordance with previous practice nomination for officers and directors would be accepted up to and at the May 26 meeting, by petition signed by 10 or more members in good standing. Nominees of the official slate [BROADCASTING, April 25] already have been challenged by petitions nominating Mr. Caro for vice president; Ernest Mark of DuMont for treasurer, and Halsey Barrett, DuMont; George Shupert, Paramount Pictures, and Mr. Braunfeld as directors.

NETWORK RADIO

Better Buy Than TV—Nielsen

DESPITE the hue and cry concerning the inroads of television, network radio has become a better dollar buy, A. C. Nielsen, head of his own research firm, advised the Hollywood Ad Club, April 25.

Dollarwise, in the period from January 1947 to January 1949, Mr. Nielsen said that the cost of network radio had been reduced from $1.87 per thousand listeners to $1.78 per thousand. And this, he emphasized, was in the face of television's vigorous growth.

Furthermore, he said that television must avoid radio's inaccurate research methods. "Shun percent ratings in television," he said, "because you can't sell goods to percentages . . . only to homes and families." He added that "TV ratings in percentage figures discriminate against radio because they are applicable to only a small number of homes."

UNION PLAN

High Demand Goal Set

A $300 million increase in wages and economic benefits will be sought by the United Electrical, Radio and Machine Workers of America (CIO) for its 600,000 members in the electrical manufacturing industry.

Albert J. Fitzgerald, UE general president, announced in New York last week the union's intention to negotiate new contracts on the basis of $500 yearly increase per member.

ASNE MEET

Radio-Newspaper Cooperation Urged for Free Speech

CLOSER cooperation among printed media and broadcasting in resisting efforts of government officials to break down constitutional protection of the right of free speech is expected following discussion of the subject at the Washington convention of the American Society of Newspaper Editors [BROADCASTING, April 25].

All ASNE members will receive a copy of the address by NAB President Justin Miller, following suggestion made by ASNE members at the conclusion of his delineation of the dangers facing all media. Judge Miller warned editors of the governmental influences threatening freedom of the press.

Newspapers unwittingly are encouraging federal regulation when they argue that broadcasters enjoy a government subsidy, therefore lacking First Amendment protection, he said. "If editors support this contention, then they are definitely digging a grave for the free press," Judge Miller cautioned.

"Broadcasters enjoy no subsidy. They have licenses to transport in interstate commerce over channels which, legally speaking, resemble the channels of navigable streams. But the Supreme Court has said that the press enjoys a real subsidy in the second class mail privilege. Whether you agree or not, the point is that if and when the strong-government boys move in on you, they can cite chapter and verse from Supreme Court decisions and from your own editorial statements to support the proposition that subsidization justifies a controlled press."

Stirs Lively Discussion

Judge Miller's plain warning stirred a lively floor discussion among the editors, covering both international and national aspects. The NAB president recalled that this country has been badly outmaneuvered at the Atlantic City and Mexico City conferences, with other nations lined up against the United States.

"The consistent attitude has been, up to the last couple of years, to give away everything that had to do with private broadcasting," he said in answer to comment. "Our striped-pants boys like to be good friends with the striped-pants boys of the other countries. It isn't socially correct to be concerned in or interested in protecting private enterprise media of communication; therefore, we give them away and, by so doing, we are in a better position to bargain with them about other things that are important to the State Dept. and the FCC.

"In the last couple of years we have begun to have a voice. The fact that your president and I are members on the U. S. Commission on Information is beginning to be helpful. We are getting some wedges into the State Dept.'s thinking and this continued process I am using of needling on the FCC is getting some results.

"If we don't work, we will be washed out before we find out what has happened to American free media."

Answering a query by McClellan van der Veer, *Birmingham News*, Judge Miller said radio stations keep records of performance, but voiced a wish that a plan of making these records widely available could be worked out.

Garzon Observation

When A. Garzon, of *La Prensa*, observed that radio is in its infancy and lacks the sense of responsibility that marks newspapers, Judge Miller said he had been informed "that the same techniques used effectively in connection with BBC are used effectively in respect to the press of England through the control of newsprint. You might be interested in following that up in a country that does not have the constitutional provision we have."

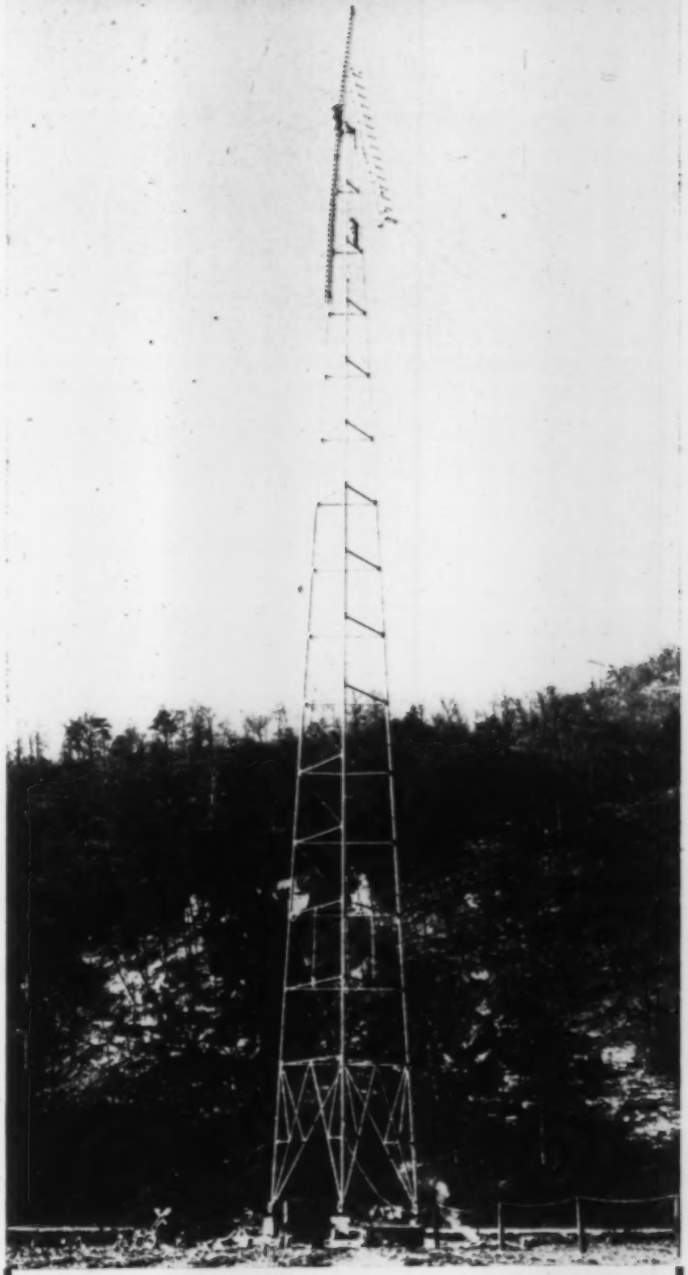
Joint newspaper-radio ownership brings realization of the problem to newspaper executives, Judge Miller said, in a reply to W. W. Ward, of the *Beaumont Journal*. He reiterated his warning that Congress could easily expand the power the Postmaster General has over newspapers, through the second class privilege, and added that when newspapers print by facsimile they will "come squarely under FCC control. . . . Once you concede that licensing for any purpose forfeits freedom of the press and speech, you are sunk."

Officers Elected

ASNE elected B. M. McKelway, *Washington Star* (WMAL) as president, succeeding Erwin D. Canham, *Christian Science Monitor*. Other officers elected were Dwight Young, *Dayton Journal Herald*, first vice president; Alexander F. Jones, *Washington Post* (WTOP), second vice president; Wright Bryan, *Atlanta Journal* (WSB), secretary; Dwight Perrin, *Syracuse Herald-Journal* (WSYR), treasurer.

In taking final action on resolutions, the society tabled a proposal to persuade the judiciary to admit press photographers to court proceedings, Mr. McKelway suggesting the problem should be handled on the local level. Among resolutions adopted was one urging all newspapers and news agencies to furnish the State Dept. with the news required for its foreign information program. The president was authorized to name a committee to study the problems of advance news releases. Interferences with operation of the press such as that in Argentina was deplored and the ASNE board action in fighting the Baltimore Gag rule was endorsed.

AM · FM · TELEVISION TOWERS



Erection details of 250'-0" Self Supporting Tower for WLSI, Pikesville, Kentucky. Erection by Furr & Edwards - 209 Cherry St., Rome, Ga.

STAINLESS, INC.
50 CHURCH STREET • N.Y.C
PLANT: NORTH WALES, PA.

SLOAN AWARDS

CBS, NBC, Six Stations Get Honors

PRESENTATION of the first Alfred P. Sloan Radio Awards for Highway Safety, for both commercial and sustaining shows, was made to two networks and six stations at a dinner and broadcast from the Waldorf-Astoria, New York, last Monday evening.

CBS won the network commercial plaque for "No Escape," one of the weekly *Suspense* series shows sponsored by Electric Auto-Lite Co. The sponsor was given a citation.

NBC was awarded the network honors for sustaining programs for its *Death on a Weekend*, which featured Jinx Falkenburg and Tex McCrary.

Commercial awards went to the following stations, which were presented with plaques, and the following sponsors, which were presented with citations:

Local Station Category—KNUZ Houston, Tex., for *Voice of Safety*, sponsored by Brakefield General Agency, an insurance company.

Regional Station Category—WING Dayton, for *Road Reporter*, sponsored by T. D. and P. A. Peffley Inc., car dealers.

Clear Channel Category—WFDF Flint*, for *Singing Cop*, sponsored by Hamady Bros. automobile shoppers food markets.

Sustaining awards went to the following:

Local Station Category—WJTN Jamestown, for *Driver of the Week*.

Regional Station Category—WWJ Detroit, for an all-around program on safety via dramatizations, give-aways, safety contests, children's features and programs for pedestrians.

Clear Channel Category—KOMA Oklahoma City**, for "selling" safety via top programs with same technique used to sell goods.

Honorable mentions went to two regional stations—KOIN Portland, Ore., and WNAX Yankton, S. D.

TOP network Alfred P. Sloan Radio Award for a sponsored show on highway safety, won by CBS, is accepted by Howard S. Meighan (l), CBS vice president and general manager. Mr. Sloan (center) also presents a citation to Dan Kelly, representing the winning show's sponsor, Electric Auto-Lite Co.

Presentation of the awards was made by Alfred P. Sloan Jr., chairman of the board of General Motors and founder of the awards, which are administered by the Automotive Safety Foundation.

He made the presentation as part of the *Your Land and Mine* radio show featuring Henry J. Taylor, broadcast over ABC under General Motors sponsorship.

Mr. Sloan paid tribute to the role broadcasters have played in promoting highway safety and predicted they would play an even more important one in the future.

Off the air, Kenneth G. Bartlett, dean of University College, Syracuse U., and director of the Syracuse Radio Workshop, spoke for the jury of awards, of which he was chairman. He said that in more than 20 years of service as a judge in radio awards, he had never before filled the role in a contest in which stations had pursued so many different approaches in promoting a theme. He said the judges had considerable difficulty in selecting the winners from the more than 60 entrants. Other judges were: Sidney Williams, National Safety Council; Mrs. J. L. Blair Buck, for General Federation of Women's Clubs; George E. Keneipp, for the state and local officials, National Highway Safety Committee; Harold P. Jackson, for National Committee for Traffic Safety.

Among other speakers were Pyke Johnson, president of the Automotive Safety Foundation and Harry Bannister, general manager of WWJ.

OTHERS receiving Alfred P. Sloan Radio Awards include: Left photo—Harry Bannister, general manager of WWJ Detroit, accepting for his station; second photo—Sterling Fisher, NBC manager of public affairs and education department, accepting for NBC; third photo—Lester Lindow (l), general manager of WFDF Flint, Mich., and Elmer Knopf, program director, for WFDF; right photo—Robert R. Tincher, general manager of WNAX Yankton, S. D.

* Editor's Note: WFDF operates on 910 kc, a regional channel, with 1 kw.

** Editor's Note: KOMA operates on 1520 kc, a class 1-B clear channel, with 50 kw.

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SCHNEIDER

Officially Named for UNESCO

APPOINTMENT of Douglas H. Schneider, chief of public affairs overseas program staff in the State Dept., as mass communications director for UNESCO was officially confirmed by the State Dept. last Thursday. He assumed his duties effective May 1 (yesterday) and plans to leave May 15 for Paris, where he will headquarter [BROADCASTING, April 25].

Mr. Schneider was European news editor and program director for World Wide Broadcasting Foundation at WRUL, Boston shortwave station in 1940. He joined OWI during the war and later, in 1943 and 1944, had charge of UN radio operation in the Mediterranean theatre comprising North African and Italian network stations. After the war he served in the control division of German information, with responsibility for radio, films, press and publications. In November 1945 he was transferred to the American embassy in Paris and placed in charge of educational exchange, cultural and information programs.

GE Electronics Dept., Tube Div., Syracuse, N. Y., is offering training course in principles and practices of TV maintenance for radio men.

AM AUDIENCE

Survey Shows Radio Could Reach More

U. S. RADIO fails to reach more than one-third of its potential morning audience, according to an extensive survey conducted by the Bureau of Applied Social Research of Columbia U.

The survey, supervised by Dr. Paul F. Lazarsfeld, director of the bureau, and Mrs. Helen Dinerman, a research associate, will be incorporated in a book to be published soon by Harper & Bros. The book will contain other studies in communications research.

Listening habits of 3,000 women in New York, Chicago and Kansas City were studied. The results showed that slightly less than one-third of the women constitute the "story audience," the regular listeners to serials; about one-third listen regularly but not to serials, and slightly more than one-third never listen in the morning.

A "very sizable" number of occassional listeners or those who do not listen at all could be persuaded to tune in if their psychological characteristics were taken into account by program managers, the report said.

"Consideration of the psychological characteristics of the listeners indicates that while radio cannot today meet all the demands of the "non serial' listeners, many of these listeners could be attracted to morning listening or to additional morning listening by wholly feasible modifications of program policy," the report said.

Points of consideration in such modification, according to the report, include:

1. There is a need for programs which cheer, soothe and divert the listener from her own troubles.
2. Many of those who do not listen refrain from it because they are annoyed by "noise." Morning programs therefore should provide no "extreme aural stimulus."
3. Non-listeners object to suspense and tension. Producers of morning programs therefore should resort to devices other than suspense to encourage day-to-day listening.
4. Women listeners like "personalization and human interest."
5. Many listeners want radio to serve an information and educational function and are "hungry" for useful and concrete information relevant to their "immediate daily life and social needs." The report suggested that well planned quiz programs would be liked.
6. Music is the favorite type of program of women who dislike serials.

'BELL-RINGER'

KWHK, Sponsor Stir School

DON BELL, commentator at KWHK Hutchinson, Kan., and his new sponsor Carey Salt Co. unwittingly upset the equilibrium of the city school's social science course.

Mr. Bell

It all happened when the sponsor decided to shift Mr. Bell's news program from 2 p.m. to the noon hour in order to pick up a larger regional farm audience. After the first commentary in the new time slot, students avalanched the station with letters, teachers telephoned—and even the parents got in on the demonstration. The schools had been using Mr. Bell's comments in their current event studies. Came 2 p.m. and another news program—but no Mr. Bell.

The students prevailed upon the teacher to appeal the time change. The KWHK management, with Gene Minor as general manager, weighed the protests in the light of its public service record and Mr. Bell's words: "If these future citizens of America think enough of me to invite me into their classroom . . . we're not going to let them down." The sponsor agreed thoroughly.

KWHK then invited the children to the studio and held a ceremony in which the superintendent of schools, high school principal and teacher took part. Mr. Bell presented the class with a Sound Mirror tape recorder which now enables the students to record the program at the new time and play it back in the favored 2 p.m. spot.

Mr. Bell won the Headliners' Award for radio reporting from Manila at the time of the Pearl Harbor attack. He was a prisoner of war for several years. A former news editor for MBS New York, Mr. Bell served one year as Washington correspondent, then went to Hutchinson.

CHICAGO FM

Organizational Meet Set

ORGANIZATIONAL meeting of a Chicago area FM association was called Wednesday by Ralph J. Wood Jr., manager of WMOR Chicago, for representatives of 21 local FM outlets.

Steering committee chosen to work out details on FM promotion include Edward Wheeler, manager of WEAW Evanston; Bernard Jacobs, manager, WOAK Chicago; Ted Leitzell, manager, WEFM (Zenith) Chicago; Walter Meyers, chief engineer, WFMF Chicago, and Mr. Wood. Committee members will select ways to sell FM and FM receivers, and plan to set up a survey of FM listening habits for the area.

Mr. Wood pointed out in his invitation to all local FM officials that more than 250,000 FM sets are operating in and around Chicago, and that 12,500 are sold each month.

Other stations represented: WGNB (*Chicago Tribune*), WXRT Chicago, WFJL (Lewis College of Science and Technology), WMBI (Moody Bible Institute) and WRGK Brookfield.

RCA TUBES ...
the standard of comparison

Low-cost operation and long trouble-free service are basic features of all RCA mercury-vapor rectifiers

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ABC BILLINGS

Gross Up in First Quarter

GROSS billings from ABC regional and network radio operations hit their highest peak to date during the first quarter of 1949. Total is reported as $12,133,005 compared with the previous all-high total of $11,857,464 for the first quarter three months of 1948.

New network radio business amounting to $570,402 and television sales by ABC-TV of $784,585 also were reported by Fred Thrower, ABC vice president in charge of sales. Report was sent in a booklet to clients and agencies detailing new network business and ABC-TV spot sales, as well as improvement and expansion of radio and television facilities.

DESIGNATED as trustees of the G. A. Richards stations—KMPC Los Angeles, WGAR Cleveland and WJR Detroit—are (l to r): Harry J. Klingler, General Motors vice president and GM Pontiac Motor Division general manager; L. P. Fisher, vice president of Fisher & Co. and a General Motors director, and Dr. John A. Hannah, president of Michigan State College [BROADCASTING, April 25].

WBBC Names Garner

APPOINTMENT of E. Eldon Garner as vice president and general manager of WBBC Flint, Mich., was announced by the station last week. Mr. Garner, formerly assistant general manager and commercial manager, replaces Robert L. Balfour, who has resigned to join Forjoe & Co., national representative firm. Mr. Balfour will be stationed at Forjoe's Chicago office. Simultaneously with his new appointment at WBBC, Mr. Garner was elected a member of the Board of Education of the Flint public schools.

RADIO NEWS

'Short Course' Announced

"SHORT Course" in radio news will be held June 25 by the School of Journalism, Kent State U., Kent, Ohio. Titled the First Annual Conference of Radio News Editors, the meeting will be held in McGilvrey Hall, on the campus. The university holds nationally known short courses in press photography and public relations.

Arthur C. Stringer, NAB staff director, will open the conference with a talk, "Raising the Sights of News Directors." Paul Gingher, Columbus attorney, will discuss legal aspects of news broadcasting. Robert T. Mason, WMRN Marion, Ohio, will discuss "The Importance of News in Programming."

Charles Day, president of Ohio Assn. of Radio News Editors, will speak on use of the station newsroom. TV news session is being arranged. Eugene Carr, radio director of the Brush-Moore newspapers, will speak on "Radio Newspaper Affiliates: Cooperation or Competition?" A banquet will wind up the short course.

HENRY MORGAN

Summer Show Announced

HENRY MORGAN has landed a sponsor for his NBC comedy show for the summer, at least, when he replaces *Duffy's Tavern* (Bristol-Myers Co.) starting July 6. The *Henry Morgan Show* will then be heard in "Duffy's" slot Wednesday 9-9:30 p.m.

Mr. Morgan will have a month's vacation before pinch-hitting for "Duffy," due to the NBC Symphony, under sponsorship of U.S. Steel, moving into his current Sunday, 8:30-9 p.m. time period on June 12. Agency for Bristol-Myers is Young & Rubicam Inc., New York. The U. S. Steel agency is BBDO, New York and Pittsburgh.

Ullman Sales

RICHARD H. ULLMAN Inc., Buffalo, announces the sale of "Jingl-Library" recently to the following: Steinman Stations, Tobacco Network, Nunn Stations, The Home Group, WHHM Memphis, KFEL Denver, WORK York, Pa.; WDUN Gainesville, Ga.; WFAA Dallas, WGR Buffalo, WTAX Springfield, Ill.; WWDC Washington, KITO San Bernardino, Calif.; KOLE Port Arthur, Tex; KTUC Tucson, Ariz.; WKYW Louisville, WPGH Pittsburgh, WITH Baltimore, WIBX Utica, N. Y.; KIEM Eureka, Calif; WDAK Columbus, Ga.; WHB Kansas City, WOLF Syracuse, KFMJ Tulsa, WCOS Columbia, S. C.; WARM Scranton, Pa.; WEMP Milwaukee, KITE San Antonio, WSAN Allentown, Pa.; KOVO Provo, Utah; KXO El Centro, Calif.; WOPI Bristol, Tenn., and KPHO Phoenix, Ariz.

WCOP STORIES

Cop Two Beats in Boston

TWO news beats—one involving a possible strike and the other dealing with the pyramid club craze—have been reported by WCOP Boston, with each drawing tremendous listener response.

When the station's newsroom learned of an impending strike by the Retail Dry Goods Clerks Union against a major downtown Boston store, it confirmed the report with the local and aired the information on its 11 p.m. news program April 9. People called wanting to know more about the strike story.

WCOP followed up the next day with more news on negotiations, which averted the strike, and fed it to the wire services, which in turn carried it on the radio wires. The newspapers ignored the story, according to WCOP, and the station was credited with the news beat covering more than 12 hours.

Last March the ABC outlet started airing, on newscasts, all the information it cold get on pyramid clubs. The programs drew gratifying listener response. According to Ron Cochran, WCOP news and special events director, "The more we talked about it the more people called, and the more people called, the more we talked about it . . . we had a whale by the tail and we held on for a long ride. . . ."

Mr. Cochran

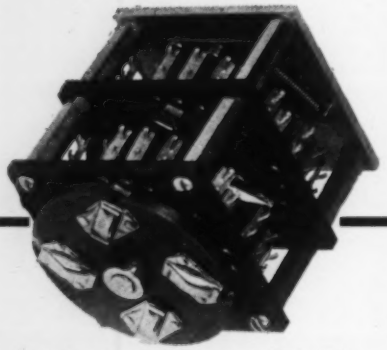
The news department then got statements from police officials, state tax commissioner, telephone company heads and others. After two and a half days, WCOP gave the story to the wire services, and one of the newspapers followed through with a page-three item using material previously gathered by the station's news staff. Toward the end of the month, Boston papers featured banner headlines about the pyramid club craze.

By taking the initiative, WCOP reports the story paid off handsomely in publicity and audience promotion, as well as in professional credit from wire service and newspaper offices. Highlight of the campaign took place at a payoff—a party where WCOP had set up a recorder to interview winners arriving with "fists full of money," according to Mr. Cochran.

Clinton B. De Soto

CLINTON B. DE SOTO, 37, technical editor of Institute of Radio Engineers since April 1, 1946, died suddenly at his Astoria, N. Y., home on April 27. Mr. De Soto was born in Ogilvie, Minn., in 1912, attended U. of Wisconsin School of Journalism. Surviving are his wife, Louisa Dresser De Soto, and children by a former marriage.

CAN YOU USE A ROTARY SWITCH WITH . . . .



- A tamper-proof rotor arm (patented)
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- Low and uniform contact resistance
- Minimum thermal noise
- High resistance to leakage
- Trouble-free operation

Consult the Daven Company on your switch requirements. A complete line of standard switches is offered; contact our Engineering Department for special switch problems. Write for Bulletin SW-1, Dept. BD-3 for complete information on standard switches.

THACKREY DEAL
Warner Contract Extended

CONTRACT for Mrs. Dorothy Thackrey's sale of KYA San Francisco and KLAC and KLAC-TV Los Angeles to Warner Brothers for $1,045,000, due to expire May 1, has been extended by her to Aug. 1 under an option provision in the contract, spokesmen said last week.

FCC action on the sale is being held up until the Commission completes its study of the qualifications of motion picture producers and other firms involved in anti-trust cases, including Warners. But the contract will expire by its own terms Aug. 1 if FCC has failed to act by that time, authorities reported.

Meanwhile Warner Brothers, owner of KFWB Los Angeles, has completed arrangements for resale of KLAC to Ralph Atlass for $405,000, contingent upon FCC approval of its acquisition of the Thackrey properties [BROADCASTING, March 21, April 18]. Under FCC's duopoly rule Warner ownership of two stations in the same city would be prohibited.

AVCO STOCK
Firm Registers New Issue

STOCK totaling 387,041 shares, which would be held for issuance to firm's officers, was listed in a registration statement filed by Avco Mfg. Corp., New York, with Securities and Exchange Commission last week. Avco said proceeds of the sale would be used to increase working capital.

The shares of $3 par value common stock would be reserved for officers and supervisory executives under the company's stock option plan or any other options taken on when Avco acquires assets of American Central Mfg. Co., a former subsidiary. Option prices range from $5.75 to $8.69 a share.

To Start Radio Course

PROVIDENCE Bible Institute, which owns WPTL Providence, R. I., has scheduled its first 36-week radio course to start Sept. 14. Peter Kirk, station manager and free lance writer, will direct the educational program. Class sessions will concentrate on the history of broadcasting and radio fundamentals in the fall quarter; on specialization in writing, production, radio music, announcing, newscasting and studio and transmitter engineering during the winter, and on live production and transcription in a radio workshop in the spring. Classes will be conducted in the station studios.

IF YOU take time to read this ad, then take time to write a letter to Radio Station KTRE, Box 701, Lufkin, Texas, for full particulars on the sales job KTRE can do for you. KTRE . . . the station with three networks.

Paging Mr. Pearl

DRIVING through Richmond, Va., on their return from a Florida vacation, Bert Pearl, m. c. of the Mutual co-op, *The Happy Gang*, and a companion, Max Sanders of Toronto, came to an abrupt stop. Their car crashed into the side of a city bus carrying a bright red and white dash card announcing that *The Happy Gang* could be heard on WLEE, Richmond MBS outlet. The bus driver got Mr. Pearl's autograph, and Messrs. Pearl and Sanders got a big welcome at the WLEE studios.

HOLMES AWARD
Goes to Margot Mallary

MARGOT MALLARY, advertising manager of Cole of California, was the winner of the Frances Holmes Achievement Award presented by the Los Angeles Advertising Women Inc. for the "most outstanding advertising woman in Southern California." Award was made at presentation dinner last Friday, April 29, at Hollywood Roosevelt Hotel.

In addition to the highest award, Miss Mallary also received "Lula" awards in two other categories, best copy and best direct mail.

Reginald Gardiner, actor, was m.c. of the entertainment program; Esther Williams, actress, presented awards. Presiding at dinner was Mary Elizabeth Atlee, president of the Women's Ad Club.

Judges included: William B. Ryan, general manager, KFI Los Angeles; A. W. Neally, vice president and manager, Los Angeles office, BBDO; Fredrika Fox, western editorial director, Conde Nast Publishers Assn.; Ray W. Smith, executive vice president and secretary, Greater Los Angeles Plan Inc.; Floyd Maxwell, chairman of Los Angeles Newspaper Publishers Assn.

CANCER AUCTION
WBAL-AM-TV Give Facilities

A MAMMOTH all-day radio and television auction was to be held Saturday by WBAL WBAL-TV Baltimore as the climax to the $230,000 American Cancer Society's (Maryland division) campaign.

Thousands of dollars worth of merchandise, including four 1949 automobiles, dogs, foodstuffs and clothing, went on sale to the highest bidder that morning. All proceeds went to the cancer fund. The articles were shown on television and described on radio as WBAL-TV devoted its entire telecast schedule to the auction. Station planned to go off the air around midnight. Radio personnel and public figures served as auctioneers.

Value of broadcast time and services of persons taking part amounted to between $75,000 and $100,000 alone, according to estimates by George P. Mahoney Jr., campaign chairman. WBAL WBAL-TV donated facilities for the event.

$5.07 saved a contract ...and a man's business

Special switches were needed to complete an electrical instrument contract. Late delivery of finished items would kill chances of future orders and lay off men. Switches were 1100 miles away, but Air Express delivered the 15-lb. package at 3 A.M.—8 hours after pick-up. Cost, only $5.07. Air Express now used regularly. Keeps down inventory, improves customer service by early delivery.

Low as $5.07 was, remember Air Express rate *included* door-to-door service, receipt for shipment and more protection. It's the world's fastest shipping service that *every* business uses with profit.

World's finest Scheduled Airline fleet carries Air Express. 24-hour service—speeds up to 5 miles a minute. Direct to over 1000 airport cities; air-rail for 22,000 off-airline offices.

Facts on low Air Express rates

17-lb. carton of hearing aids goes 900 miles for $4.70.
12 lbs. of table delicacies goes 600 miles for $2.53.
(Same day delivery in both cases if you *ship early.*)

Only Air Express gives you all these advantages: Special pick-up and delivery *at no extra cost. You get a receipt for every shipment* and delivery is proved by signature of consignee. One-carrier responsibility. Assured protection, too—valuation coverage up to $50 without extra charge. Practically no limitation on size or weight. For fast shipping action, phone Air Express Division, Railway Express Agency. And specify "Air Express delivery" on orders.

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SCHEDULED AIRLINES OF THE U. S.

LEGISLATION

Action in Radio Uncertain

WHETHER the House Interstate & Foreign Commerce subcommittee will act on pending radio measures in this session may be decided before May 15, Chairman George Sadowski (D-Mich.) said last week.

Rep. Sadowski indicated he would call an executive meeting after completion of present non-radio hearings to sift other current and "more controversial" legislation for possible consideration. He said no specific radio measure had priority now, but that subcommittee members would have final say. The meeting would be held sometime between May 10 and 15.

No Special Priority

No especial priority was attached to the explosive Sheppard bill, notwithstanding Sen. Ed. Johnson's anti-monopoly blast in the Senate a fortnight ago. That legislation (HR 2410), introduced by Rep. Harry Sheppard (D-Calif.), would prohibit station ownership by networks and radio manufacturers. Earlier Rep. Sadowski indicated it was unlikely any action would be taken in this session [BROADCASTING, April 18].

Full Committee Chairman Robert Crosser said there is no desire to press for early consideration of the bill—at least not until after the committee has finished its other assignments.

There have been indications in some quarters that the House group is reluctant to act on controversial matters and would prefer to pass the initiative to its Senate counterpart, headed by Sen. Johnson, for any lengthy study of radio. At week's end, however, there was no tangible evidence that the Senate Interstate chairman was planning to introduce a Senate companion piece to the Sheppard bill.

To Await Senate

In some cases, the House committee already has hinted it would not take any action on measures similar to pending Senate bills until the latter chamber paves the way. Among these is the Ramsay bill (HR 4004), patterned after Sen. Johnson's measure (S 491), to break down clear channels and maintain the power ceiling at 50 kw. Senate action may depend, in turn, on FCC's long-awaited decision in the clear channel case.

Other measures to be screened by the House subcommittee include two Lemke bills—one (HR 65) to allocate a section of the 50 mc frequency band to FM, the other (HR-856) to provide for court tests of FCC decisions which contain scientific or technical errors. Here, the likelihood of action now appears negligible.

SHALLCROSS Mfg. Co., Collingdale, Pa., has issued its attenuator and communications equipment Bulletin 4.

JACK SHEFRIN (l), WOAK (FM) Oak Park, Ill., program director, accepts National Safety Council's Public Interest Award for 1948 for station's exceptional service to safety. Forty-seven other stations in all sections of the country received similar award, as did NBC [BROADCASTING, April 18]. Making the presentation to Mr. Shefrin is R. L. Forney, representing NSC.

ALEXANDER

To Head Neb. Association

NEWLY ELECTED officers of the Nebraska Broadcasting Assn. are John Alexander, KODY North Platte, president; Harry Peck, KFOR Lincoln, vice president; Paul Fry, KBON Omaha and KOLN Lincoln, secretary-treaurer; Harry Burke, KFAB Omaha, NAB representative; Dick Welna, KBON, and Jiggs Miller, KFAB, directors. The meeting was held April 26 in Lincoln.

Al Marlin, BMI and John Howard, Frederic W. Ziv Co., also were in attendance.

All stations in the state, with the exception of two, were represented. The 1950 convention is scheduled to be held in McCook.

'SPAN OF FLIGHT'

Radio Plugs Aviation Show

EXTENSIVE radio spot and newspaper campaign was used in 14 cities by Curtiss-Wright Corp. to promote its "Span of Flight" indoor aviation show, which last month concluded a nine-week coast-to-coast tour. Originally planned to familiarize the company's stockholders with Curtiss-Wright products and plans, the show was converted into a public exhibition.

Radio promotion included various types of spot announcements from chain breaks to minute spots and participations on disc jockey and "husband and wife" informal programs. All copy, in addition to giving details such as time, place and dates, included mention of one to three features of the show.

Advertising campaign was handled by William H. Husted of New York, general manager in charge of the show. Copy was prepared and placed by Charles Dallas Reach Co., New York and Newark, N. J. Cities used in the campaign included Washington, Baltimore, Philadelphia, Los Angeles, San Francisco, Chicago, Cincinnati, Detroit, Pittsburgh, Boston, New York, Cleveland, Rochester and Kansas City, Mo.

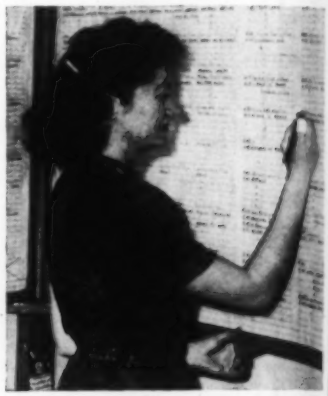
TRAFFIC BOARD

WTPS Thinks It Has Answer

WTPS New Orleans believes it has developed a practical, working traffic board. Employing 40 x 50-inch sheets of draft film, the board was conceived by Mike Clarke, WTPS program director, after he saw similar sheets being used by airlines for their operational schedules.

Hand-lettering is done on the board in china wax pencil of various colors. Deletions and corrections can be made in a matter of seconds, according to WTPS. A swish of cotton does the trick. Sheets are framed and mounted hinged to a post in a corner.

* * *



Dorothy-Jane Cox, WTPS traffic manager, writes in a new spot listing on the traffic board.

House Commendation

RESOLUTION of commendation for "accuracy in reporting" was adopted last month by the Colorado House of Representatives for Colorado U.'s series *State Problems*. Produced and transcribed by the university radio production department, the series was broadcast during the legislature session over 13 Colorado stations—KLZ Denver, KGHF Pueblo, KFXJ Grand Junction, KIUP Durango, KGIW Alamosa, KSFT Trinidad, KRDO Colorado Springs, KBOL Boulder, KFKA Greeley, KCOL Ft. Collins, KLMR Lamar, KOKO LaJunta and KRAI Craig. This is the second time the program has been so honored, according to Ellsworth Stepp, head of the university radio production department.

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(Lp) MICROGROOVE METHOD

More For Your Money!

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Los Angeles: 8723 Alden Drive, Bradshaw 5411
New York: 799 Seventh Avenue, Circle 5-7300
Chicago: Wrigley Building, 410 North Michigan Ave., Whitehall 6000

WSTC and WSTC-FM
STAMFORD, CONN.
"The Gateway to New England"
ABC Affiliate
Representative J. P. McKINNEY & SON

Commercial

JOHN REYNOLDS, formerly Don Lee Hollywood account executive, has transfered to KTSL (TV) Hollywood sales staff as assistant to **BOB HOAG,** KTSL general sales manager.

PAUL J. GEOFFREY, formerly with WHLI Hempstead, L. I., and WGBB Freeport, L. I., has been appointed Alaska sales manager by **Pan American Broadcasting Co.,** international station representative in New York.

ROBERT L. BURNS has joined WRFD Worthington, Ohio, as national sales manager. He was formerly manager of Chicago office of **Rural Radio Co.**

JOHN M. FOUTS, formerly assistant sales manager of WHIT New Bern, N. C., has been appointed commercial manager for WLRP, CP holder at New Albany, Ind.

ROBERT BALFOUR, former manager of WBBC Flint, Mich., has been appointed sales manager of Chicago-Midwest division of **Forjoe & Co.,** national station representative.

ROBERT L. BROCKMAN has joined sales department of KSTL St. Louis. He was formerly sales manager of KWGD(FM) St. Louis.

ROSS McCREATH, formerly of radio department of Spitzer & Mills Ltd., Toronto, advertising agency, has joined **All-Canada Radio Facilities Ltd.,** Toronto, station representative firm.

JACK BRAY, announcer at WHHH Warren, Ohio, has moved to station's sales staff.

RALPH McKINNIE, CBS-TV sales staff, is the father of a boy, Michael.

BASEBALL PACKAGE
WORD, WDXY Sell to Four

WORD Spartanburg, S. C., and its FM affiliate, WDXY, have sold a year around baseball package arrangement to four local, non-competitive sponsors for a sum in excess of $20,000, station management has reported. WORD and WDXY have a contract with the local baseball club for exclusive broadcasting rights to all games through 1950.

Because of the high cost of covering all games played by the local team, station management decided to package year-around programs with baseball and make a monthly price to each of the four sponsors—Spartanburg Coca Cola Bottling Co., Aug. W. Smith Co., White Dot Grocery Stores and Cudd and Coan Insurance Co. WDXY broadcasts all games and WORD airs games on Mondays and Thursdays. All games, both home and road, are broadcast live.

• FORDHAM UNIVERSITY •
Summer Institute of Professional
RADIO and TELEVISION
July 5th to August 12th, 1949
Six stimulating weeks, professional faculty, practical courses. Under G.I. Bill. Utilizing facilities of WFUV-FM. Send for Free descriptive booklet "B" Wm. Coleman, Chairman Radio Div.
FORDHAM UNIVERSITY
New York 58, N. Y. FO 7-5400

Feature of the Week

(Continued from page 10)

pathetic but heart-warming letters, some of which Mr. Brevik read over the air to prove his point: Contributions, even a few pennies, can mean a lot to starving children.

Thus encouraged by the results, the WDAY public service director decided to repeat the drive last Christmas. It ran two weeks. Again the response was amazing: $2,025.

Early this year, Mr. Brevik hit on the idea of giving his listeners a first hand report from Europe—to show them what their money had accomplished. He arranged with CARE to have one of its representatives on the scene in Normandy when a block of packages arrived. The representative telephoned Mr. Brevik who recorded the conversation for playback on his program.

French press coverage set off a long chain of publicity for Mr. Brevik and WDAY. From that country he received newspapers and found his picture staring at him in cold print. To top it off, dozens of photographs taken at delivery points flooded his office.

At this point Mr. Brevik's worthy brain child seems to be gathering momentum. CARE and the American Foundation for the Overseas Blind, who will benefit from this year's drive, feel that if such a program proved so effective in the Northwest, other stations might be interested in using it. Accordingly, they invited him to New York to discuss such possibilities. Returning home, Mr. Brevik attended the NAB Convention in Chicago where he met Harold Fair, NAB program director. The idea also captured the enthusiasm of Mr. Fair. As a result, Mr. Brevik has been asked to attend the NAB Program Clinic in June to tell other stations about it.

CARE is sending Mr. Brevik to Europe this summer as one of its public relations personnel. He intends to survey actual needs of children and report directly to his listeners during 1949's "Parade of Pennies" campaign.

SMITH, SHORE
Sign New P&G Contracts

PROCTER & GAMBLE, Cincinnati, through Dancer-Fitzgerald-Sample Inc., has signed Jack Smith for a new long-term agreement in connection with his CBS across-the-board program. In addition, Dinah Shore, who joined the four-year old show last January, has been signed a long term contract for appearances on the Tuesday, Wednesday and Thursday programs. Other feminine vocalists will be featured on the remaining two days of the week.

According to the agency, such long-range programming plans are evidence of P&G's conviction that "radio is here to stay for a considerable time."

P&G REPLY
Tallulah Tube Unrelated To Tallulah, Actress

PROCTER & GAMBLE has replied to Tallulah Bankhead's suit over a Prell Shampoo jingle saying the famed actress had worked herself into a million dollar lather for nothing.

The soap company said no dirt was intended by the verses over CBS and NBC which the actress contended associated her haughtily with a tube of Prell.

In fact, P & G said, it wasn't even thinking of her when it jingled: "I'm Tallulah, the tube of Prell . . . all you've got to do is take me home and squeeze me."

P & G pointed out, perhaps regretfully, that Tallulah, the tube, bears no resemblance to Tallulah, the actress, and grounds for confusion were indeed dim.

Anyway, it was further stated, the name Tallulah is in the public domain and there are all sorts of things so named. Among them, the soap company observed, are a telephone, a tanker, a spring water, a town, a school, a lodge, a paper product, a postoffice, a soft drink and a railroad station.

It was also pointed out that Miss Bankhead herself was named after her grandmother, who was herself named after a "well known river, waterfall or park in the state of Georgia."

With all the Tallulahs round about, P & G further observed, Miss Bankhead should have been no more offended than were all the Elsies of the world by the personification of "Elsie, the Cow."

★

But if now Tallulah, the actress, is associated with Tallulah, the tube, P & G went on, such identification has resulted from the plaintiff's own conduct in filing the suit and in interviews with the press.

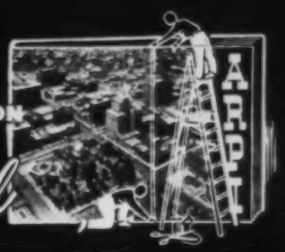
The action was started in March in New York Supreme Court. P & G, its agency, Benton and Bowles, and the two networks were named defendants [BROADCASTING, March 21].

Murphy Named by AWB

DORIS MURPHY has been named Iowa State Chairman of the Assn. of Women Broadcasters, according to an announcement last week by Anne Hayes, chairman of the 10th District of AWB. Miss Murphy is continuity chief at KMA Shenandoah, Iowa. The AWB 10th District covers Iowa, Missouri and Nebraska.

Miss Murphy

NOW! DIRECT PUBLISHER-TO-STATION SERVICE ON



Tailored

RADIO PICTURE ALBUMS

direct publisher to station service

Albums created *especially* for your station available at no cost to you . . . no cost to your listeners. We now have exclusive national sales and distribution rights for all Radio Albums produced by the Howard Company, Peoria, Illinois publishers who have, since 1938, produced almost 200 Radio picture albums distributed for stations from coast to coast.

you can have thousands of individually planned radio albums distributed

AT NO COST TO YOU

and exclusive in your city

Write or phone today . . . exclusive rights to only one station in each city.
Phone 4-3262

American RADIO PUBLICATIONS, INC.
121 N. Washington St., Peoria 2, Illinois

ACTIONS OF THE FCC

APRIL 22 TO APRIL 29

CP-construction permit
DA-directional antenna
ERP-effective radiated power
STL-studio-transmitter link
synch. amp.-synchronous amplifier
ant.-antenna
D-day
N-night
aur.-aural
vis.-visual
cond.-conditional
LS-local sunset
mod.-modification
trans.-transmitter
unl.-unlimited hours
SSA-special service authorization
CG-conditional grant

April 22 Applications . . .

ACCEPTED FOR FILING

Assignment of License

KLAC Los Angeles—Assignment of license from Warner Bros. Pictures Inc. to KLAC Inc.

Transfer of Control

WKNB and WHFA New Britain, Conn.—Acquisition of control of New Britain Bcstg. Co., permittee, by Julian Gross and Beulah L. Gross.

KTOW Oklahoma City—Transfer of control of Sooner Bcstg. Co., licensee, through issuance of additional stock to several of present stockholders.

AM—1190 kc

KLIF Oak Cliff, Tex.—CP new AM station to change from 1190 kc to 1480 kc AMENDED to change from 1480 kc 1 kw D to 1190 kc 10 kw-D 1 kw-N DA.

AM—910 kc

WEXT Milwaukee—CP change from 1430 kc 1 kw D to 910 kc 1 kw unl. DA-DN.

Assignment of License

KWYO Sheridan, Wyo.—Assignment of license from R. E. Carroll to Jim Carroll and Donald E. Tannehill.

Modification of CP

WNLC-FM New London, Conn.—Mod. CP new FM station for extension of completion date.
WHMB Washington, D. C.—Same.
WCFL-FM Chicago—Same.
KROC-FM Rochester, Minn.—Same.
WCNR-FM Bloomsburg, Pa.—Same.
WFCI-FM Pawtucket, R. I.—Same.

License for CP

WLRD Miami Beach, Fla.—License to cover CP new FM station.

TENDERED FOR FILING

AM—1270 kc

KBND Bend, Ore.—CP change from 1340 kc 250 w unl. to 1270 kc 1 kw unl. DA-N.

AM—1410 kc

KBUD Athens, Tex.—CP change from 1410 kc 250 w D to 1470 kc 250 w-D 100 w-N unl.

AM—1490 kc

WMJM Cordele, Ga.—CP change from 1490 kc 250 w-D 100 w-N unl. to 1490 kc 250 w unl.

AM—1130 kc

WCAR Pontiac, Mich.—CP change from 1130 kc 1 kw D to 1130 kc 1 kw 7:15 am to 5:15 pm during November and D other months.

April 25 Decisions . . .

ACTIONS ON MOTIONS

By Commissioner Hyde

KVAK Atchison, Kan.—Commission scheduled hearing June 7 at Washington on application for consent to assignment of license from S. H. Patterson to Albert Alvin Almada.

KPSC Phoenix, Ariz. and KTSC Tucson, Ariz.—Commission on own motion dismissed applications for mod. CP.

WACA Camden, S. C.—Granted joint petition to accept late appearance in re proceeding for assignment of CP.

Rock River Valley Bcstg Co. Watertown, Wis.—Granted petition for leave to amend application to make minor changes in answers to questions.

United Nations Bcstg Corp. and El Camino Bcstg Co., San Fernando, Calif.—Granted petition of United Nations to continue consolidated hearing from May 2 to June 20, change place from Washington to San Fernando.

Greenwich Bcstg Corp., Greenwich, Conn.—Commission on own motion continued hearing presently scheduled April 28 to May 9 at Greenwich.

WBAA Lafayette, Ind.—Granted petition for leave to intervene and for waiver of Sec. 1.388(d) of rules, in re applications of Metropolitan Bcstg. Co. of Milwaukee and Rock River Valley Bcstg. Co.

Ukiah Bcstg Co. and Mendocino Bcstg Co., Ukiah, Calif.—Passed over joint petition to set place and date of hearing.

Hamtramck Radio Corp. and Atlas Bcstg Co., Hamtramck, Mich.—Granted joint petition for extension of time to file proposed findings and time was extended to May 27.

WSIV Pekin, Ill.—Passed over petition to grant only part of amendment filed April 5.

Metropolitan Bcstg. Co. of Milwaukee, Whitefish Bay, Wis. and Rock River Valley Bcstg. Co., Watertown, Wis.—Commission, on its own motion, continued hearing on applications from April 28 to May 10 in Washington.

Floral City Bcstg Co., Monroe, Mich.—Granted petition for continuance of hearing from April 21 to June 21 at Washington.

BY THE SECRETARY

KSIJ Gladewater, Tex.—Granted license new AM station, 1430 kc 1 kw D.
WGLS Decatur, Ga.—Granted license new AM station, 970 kc 1 kw D.
KGW Portland, Ore.—Granted license covering installation new trans.
WDXB Chattanooga, Tenn.—Granted CP to make changes in vertical ant.
WGCH Greenwich, Conn.—Granted mod. CP to change type trans.
KMJ-FM Fresno, Calif. — Granted mod. CP for extension completion date to 9-10-49.
WCTF Chicago Theological Seminary, Chicago—Granted request to cancel CP for new FM station.
WSFA-FM Montgomery Bcstg. Co. Inc., Montgomery, Ala.—Granted request to cancel CP and mod. thereof for new FM station.
WBEN-TV Buffalo, N. Y.—Granted mod. CP to correct ERP from vis. 15 kw aur. 8 kw to vis 16.2 kw aur. 10.2 kw, and make slight ant. changes.
KLVT Levelland, Tex.—Granted mod. CP for approval of ant., trans. and studio locations, make changes trans. equip.
KGLO-FM Mason City, Iowa.—Granted mod. CP to extend completion date to 7-16-49.
WCOD Richmond, Va.—Same except to 10-23-49.
WOR-FM New York—Granted mod. CP for extension of completion date to 8-15-49.
WXLW Indianapolis — Granted license new AM station, 1590 kc 1 kw D.
WSTS Southern Pines, N. C.—Granted license increase power to 1 kw, and install new trans.
WLOW Norfolk, Va.—Granted license change studio location.
WTSB Lumberton, N. C.—Granted license install new trans.
WNAG Grenada, Miss.—Granted license change frequency to 1400 kc.
KGHF Pueblo, Col.—Granted license increase power to 5 kw-D 1 kw-N DA-N, install new trans. and change trans. location.
WSOY Decatur, Ill.—Granted license install alternate main trans.
WJMX Florence, S. C.—Granted CP mount FM ant. on AM tower.
WPAR Parkersburg, W. Va.—Granted CP install new vertical ant. and mount FM ant. on AM tower.
KVOB Alexandria, La.—Granted mod. CP change type trans.
KOLT Scottsbluff, Neb. — Granted mod. CP change type trans.
KBRZ Bryan, Tex.—Same.
KABR Aberdeen Broadcast Co., Aberdeen, S. D. — Granted authority to cancel AM license March 31.

Following were granted mod. CPs for extension of completion dates: WMBD, Peoria, to 7-15-49; KTMS Santa Barbara, to 5-13-49; KBUR Burlington, Ia., to 6-1-49; WCAP Asbury Park, N. J., to 6 mos. after decision of U.S. Court of Appeals; WNEW New York, to 5-15-49; KSAL Salina, Kan., to 5-30-49; WADC Akron, Ohio, to 10-1-49; WBT Charlotte, N. C., until BL-3151 has been acted on by Commission.

KIWW San Antonio, Tex.—Granted license new AM station 1540 kc 250 w D.
The Fort Industry Co., Area Detroit—Granted licenses new exp. TV relays W8XAO and W8XHK.
Southland Industries Inc., Area San Antonio—Granted CP and license for new exp. TV relay KA-2935.
WPIX Inc., Area New York — Granted CP and license for new exp. portable TV relay KA-2934.

Following were granted mod. CPs for extension of completion dates: WJBK-FM, Detroit, to 11-29-49; WNOX-FM, Knoxville, to 7-13-49; WBAP-FM, Fort Worth, to 8-15-49; WXRA-FM, Buffalo, N.Y., to 8-2-49; WLOK-FM, Lima, Ohio, to 11-18-49; KFAC-FM, Los Angeles, to 11-16-49; WWVA-FM Wheeling, W.Va., to 11-21-49; WEMP-FM, Milwaukee, to 7-20-49; KRMD-FM, Shreveport, La., to 8-1-49; WLWF, Columbus, Ohio, to 8-19-49; WISC-FM, Madison, Wis., to 11-8-49; WHFM, Rochester, N.Y., to 7-1-49; WJBK-TV, Detroit, to 11-20-49.

WIPR Sancturee, P.R.—Granted mod. CP change type trans. to correct geographical coordinates and specify trans. location.

April 26 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KTMS Santa Barbara, Calif.—Mod. CP increase power etc., for extension of completion date.
WKST New Castle, Pa.—Same.
KYUM Yuma, Ariz.—Same.

Transfer of Control

KWHK Hutchinson, Kan.—Transfer of stock owned by C. L. Burt, R. L. Evans, Kenneth W. McCrum, John K. Richard, Vern Minor and Frank Fee d/b as KWHK Bcstg. Co. to James E. Murray.

License for CP

WWEZ New Orleans—License for CP change power etc.
KOSA Odessa, Tex.—License for CP change frequency etc.
KRE-FM Berkeley, Calif.—License for CP new FM station.
KGO-FM San Francisco—Same.
WNBC-FM New York—Same.
WHKC-FM Columbus, Ohio—Same.
WMUR-FM Manchester, N. H.—Same.

Assignment of License

KSTB Breckenridge, Tex.—Assignment of license from Robert W. Chapman and Manning L. Trammell d/b as Stephens County Bcstg. Co. to Stephens County Bcstg. Co. Inc.

AM—1340 kc

WLDY Ladysmith, Wis.—Assignment of license from O. J. Falge to Flambeau Bcstg. Co. AMENDED re distribution of stock.

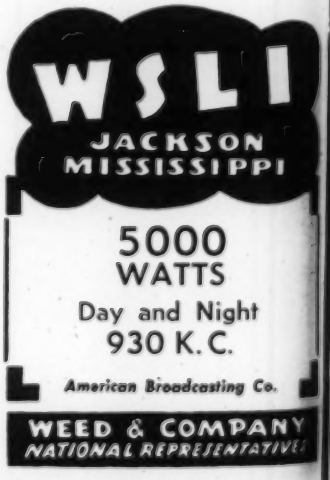
AM—1410 kc

KBUD Athens, Tex.—Mod. license change from 1410 kc 250 w D to 1410 kc 250 w-D 100 w-N unl.

Modification CP

KXYZ-FM Houston — Mod. CP new FM station for extension of completion date.
WGTM-FM Wilson, N.C.—Same.
WFDR New York—Same.
WNJR-FM Newark, N. J.—Same.
WBCA Schenectady, N.Y.—Same.

(Continued on page 66)



Programs

NURSERY rhymes, stories, birthday announcements and advice are patterned by Emcee Bill Bauer of WAAF Chicago into the format of *Big Brother Bill's Playroom*, aired Saturday mornings from 10:30 to 10:45 a.m. CST. Sponsored by Kattany's Children's Store, show offers an achievement contest for youngsters of three to eight in arts and crafts. Watches are given children submitting the best creative work.

Apple Blossom Festival

APPLE Blossom Festival in Winchester, Va., was scheduled to be telecast by WMAL-TV Washington April 29. Cameras were scheduled to be located on Winchester's main street; one will be on roof of remote truck, and the other across street from reviewing stand. Final 55 mile relay will be longest single relay circuit used for telecast purposes, station reports, and entire 70 miles span covered will establish record for microwave relay transmission of single special program. Program was produced and directed by Van Beuren De Vries, senior producer at WMAL-TV.

Spring Bow

SPRING's debut on Mesabi Iron Range—the day first iron ore left Virginia, Minn., for Lake Superior ports—was occasion for WHLB Virginia's first network broadcast—on NBC's *News of the World* (Alka-Seltzer). Earl Henton, news director of Arrowhead Network, of which WHLB is member, did on-the-spot broadcast of first iron ore shipments of season. Program included short recorded address by Gov. Luther Youngdahl of Minnesota.

'Ready for Sound'

ORIGINAL music composed as backgrounds to motion pictures is being aired by WMOR (FM) Chicago on *Ready For Sound*, Saturday, 10 to 10:30 p.m. CST. Jack Pitman, chief announcer, narrates story of each film, descriptions of scenes and production notes from a script written by Norm Sklarewitz, who also produces open-end transcribed series. Complete scores are largely symphonic works.

Golf Discussions

WESTCHESTER Professional Golfers Assn. has completed plans to broadcast series of radio discussions on the game of golf. First program will be aired by WFAS White Plains, N. Y., May 2. Various pros will be assigned to appear on programs, which will be conducted in "forum" manner. Interviews with various club champions, as well as visiting golfers, will be featured. Series is titled *Golf-Airways*. First few programs will cover course etiquette, description and use of various clubs and facts every golfer should know about game. Ralph Allinger, WFAS sports director, will moderate series, which will be aired Mondays and Fridays, 8:30-8:45 p.m.

IN AN effort to cut four midwest basketball stars down to his size, just the opposite happened to Bill Riley, emcee of *Hey Bob Show* on KRNT Des Moines. Mr Riley's program guests are (left to right): Bill Evans, John Pritchard, Jim McIntyre and Gene Ollrich. Mr. Riley is middle man.

'You Can Be a Star'

WEEKLY talent hunt package, *You Can Be a Star*, owned and emceed by Mort Nusbaum and broadcast by WHAM Rochester, N. Y., has been renewed for an additional 26 weeks by its sponsor, Union Outfitting Co. Series now includes road show unit, with personal appearances scheduled for upper New York State. Mr. Nusbaum conducts this show in addition to his daily three hour morning stint on WHAM.

Quiz Show

TAKING format of *Information Please* in reverse, KYW Philadelphia's new program *Fountain of Facts* pits expert Alfred Moray against a panel of three. Panel asks questions and Mr. Moray, without rehearsal, gives extemporaneous answers. Listeners are invited to submit questions on any subject; for each query used writer receives $2. Twenty-five dollar Security Bond is awarded to writer of any question that Mr. Moray fails to answer. *Fountain of Facts* is prepared and produced by John Stilli.

'WAAM Sportsroom'

WAAM (TV) Baltimore's *WAAM Sportsroom* offers latest information on racing results, baseball scores, etc., as well as entertainment and interviews with prominent figures. Minimum of seven sets are used, including miniature race track on which races are shown as they are being run, night club setting, living room, scoreboard showing latest results, press box set, and background used by stars of show, Tommy Dukehart and Joel Chaseman.

'Marvin's Television Amateurs'

JOINT sponsorship by Marvin's, Credit Inc., and by the Emerson Radio and Television Corp. of WTTG (TV) Washington's *Marvin's Television Amateurs* began when program debuted April 25. Show originates on stage of Howard Theatre in Washington, where permanent television facilities have been installed. Hal Jackson, Washington disc jockey, will emcee series. In addition to amateurs, Mr. Jackson will have celebrity from entertainment world as his guest. Contract for program was placed through Kal, Erhlich & Merrick, Washington.

'Miracle Field Day'

WORZ Orlando, Fla., was on hand for every minute when "Miracle Field Day" was celebrated in Central Florida by U. S. Soil Conservation Service. Day began at dawn and by dusk Service had produced miracle complete farm.

Erie Comes to Cleveland

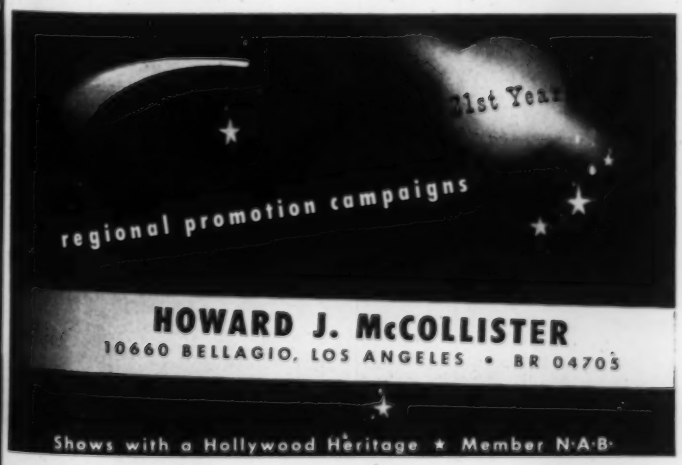
START of Erie Railroad service into Cleveland's Union Terminal was telecast by WEWS (TV) Cleveland. Telecast was on film, and showed Cleveland Mayor Thomas A. Burke driving golden spike which completed Erie's $1,500,000 terminal link, as well as ceremonies marking entrance into terminal of first of Erie's all-Diesel passenger trains.

Health Message

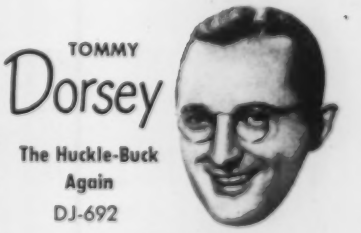
FACILITIES of three of the four major networks—ABC, NBC, MBS—were utilized by the Democratic National Committee between April 22 and 27 to explain high points of President Truman's National Health Message to the public. Broadcasts included comments from members of Congress. NBC Commentator Leif Eid interviewed Sen. James E. Murphy (D-Mont.) April 22 from 10:45 to 11 p.m. EST, with Rep. John D. Dingell (D-Mich.) appearing the following night on ABC from 7:30 to 7:45 p.m. Mutual gave over its 10:45-11 p.m. period last Wednesday to Rep. Andrew D. Biemiller (D-Wis.) and officials of the AFL and National Farmers' Union.

State's Heritage

SERIES of weekly broadcasts telling interesting story of founding and growth of Commonwealth of Massachusetts has been inaugurated by WNBH and WFMR (FM) New Bedford, Mass. To illustrate program, series of enlarged reproductions of historical State documents are being exhibited in Public Library.


regional promotion campaigns
HOWARD J. McCOLLISTER
10660 BELLAGIO, LOS ANGELES • BR 04703
Shows with a Hollywood Heritage ★ Member N·A·B·

on new "DJ" couplings from RCA VICTOR*



A Million Miles Away
If I Could Be With You
DJ-693

*"DJ" disks couple the cream of the RCA Victor hits for your convenience!

FCC Actions

(Continued from page 64)

Applications Cont.:

WHLD-FM Niagara Falls, — Mod. CP new FM station to change ERP to 45.9 kw.

WRVC Norfolk, Va.—Mod. CP new FM station to change ERP to 7.93 kw and ant. to 333.3 ft. above average terrain.

Assignment of CP

KLAC-TV Los Angeles—Assignment of CP from KMTR Radio Corp. to Warner Bros. Pictures Inc.

License for CP

WSB-TV Atlanta, Ga.—License to cover CP new commercial TV station.

Modification of CP

WCON-TV Atlanta, Ga.—Mod. CP new commercial TV station to change from 15.5 kw vis. 8.6 kw aur. to 4.9 kw vis. 2.5 kw aur.

TENDERED FOR FILING

Assignment of License

KXGI Fort Madison, Iowa—Assignment of license from Willis L. Ashby, Billy M. Barron and John F. Courrier d/b as Hawkeye Bcstg. Co. to A. Orrie Carson.

Transfer of Control

KWCO Chickasha, Okla.—Transfer of control from Washita Valley Bcstg. Co. to C. E. Wilson, Bonnie M. Wilson, P. D. Jackson and Jessie M. Jackson.

AM—1490 kc

KWEW Hobbs, N. M.—CP to change from 1490 kc 100 w unl. to 1490 kc 250 w unl.

AM—550 kc

WSVA Harrisonburg, Va.—CP to change from 550 kc 1 kw D to 550 kc 1 kw unl. DA-N.

FM DELETIONS

KVOM Madera Bcstg. Co. Madera, Calif.—DELETED CP for new FM station for lack of prosecution.

WANQ American Quartz Lab. Inc., Camden, N. J.—Same.

WYON American Quartz Lab. Inc., Yonkers, N.Y.—Same.

WKRZ-FM WKRZ Inc., Pittsburgh—Same.

WVPR Martinez-Rodriguez Bcstg. Co., San Juan, P.R.—Same.

KMFU Denny Park Lutheran Church, Seattle, Wash.—Same.

WTNB-FM Pilot Bcstg. Corp., Birmingham, Ala.—Same

KWEM-FM West Memphis Bcstg. Corp., West Memphis, Ark.—Same.

WBTC Harry F. Guggenheim, Bridgeport, Conn.—Same.

WDFM Wolverine State Bcstg. Service Inc., Detroit—Same.

KVAI-FM Plains Empire Bcstg. Co., Amarillo, Tex.—Same.

KFMP Red Wing Bcstg. Co., Red Wing, Minn.—Same.

WHKR Harry L. Crisp, Marion, Ill.—Same.

APPLICATIONS DISMISSED

AM—1400 kc

Francis J. Darke, Saginaw, Mich.—DISMISSED April 22 application for CP new AM station 1400 kc 250 w unl.

April 27 Applications . . .

ACCEPTED FOR FILING

AM—1490 kc

WMJM Cordele, Ga.—CP change from 1490 kc 250 w D to 1490 kc 250 w-D 100 w-N unl.

AM—1130 kc

WCAR Pontiac, Mich.—CP to change from 1130 kc 1 kw D to 1130 kc 1 kw 7:15 am to 5:15 pm during November.

License Renewal

KFMO Flat River, Mo.—License renewal AM station.

KGBS Harbenito, Tex.—Same.

Modification of CP

WDEL-FM Wilmington, Del.—Mod. CP new FM station for extension of completion date.

WLAG-FM La Grange, Ga.—Same.

WFJL Chicago—Same.

WEIM-FM Fitchburg, Mass.—Same.

WHLD-FM Niagara Falls—Same.

WEMB-FM San Juan, P. R.—Same.

KLUF-FM Galveston, Tex.—Same.

WHIS-FM Bluefield, W. Va.—Same.

License for CP

KGLO-FM Mason City, Iowa—License CP new FM station.

TENDERED FOR FILING

AM—560 kc

WCPM Middlesboro, Ky.—Mod. CP change from 560 kc 500 w D to 560 kc 500 w-D 100 w-N unl.

AM—1300 kc

WCLA Baton Rouge, La.—CP change from 1220 kc 250 w D to 1300 kc 1 kw unl. DA-DN.

AM—1430 kc

KSTB Breckenridge, Tex.—Mod. license to change from 1430 kc 500 w D to 1430 kc 1 kw D.

APPLICATIONS DISMISSED

FM—88.1 mc

Columbia College, Columbia, S. C.—DISMISSED April 22 application for non-commercial educational low power FM station.

Wofford College, Spartanburg, S. C.—Same.

(Continued on page 80)

RADIO ARTISTS *Income and Employment Survey Released*

STAFF announcers had median earnings of $4,400 in 1947, with the artists' pay trend generally upward, according to a survey of radio artists in 15 cities conducted by the U. S. Bureau of Labor Statistics in cooperation with AFRA. First results of the survey indicated a rising employment level in radio [BROADCASTING, March 14, 21].

Freelance announcers, on the other hand, were found to average $9,800 in 1947, the bureau found, with one out of four earning over $17,200.

Actors averaged $3,100 during the year, low earnings of freelancers bringing down the level. Singers' earnings averaged $3,800, according to the bureau. Sound effects men averaged $5,000 for the year.

Earnings of radio performers have a "tremendous range," the bureau found. Pay of actors and singers varied widely, with a much narrower spread among staff announcers and sound effects artists.

Variation also was found by the bureau as between different cities, highest scales prevailing in New York, Los Angeles and Chicago. Highest earnings for actors were in New York and Chicago. Singers did best in Los Angeles, with announcers faring best in New York.

The bureau's figures represent gross pay, before deduction of any expenses such as agents' commissions, telephone service, clothing and entertainment. In all, 3,742 artists were covered. Cities include these 15 areas: New York, Los Angeles, Chicago, San Francisco, Boston, Detroit, Seattle, Cincinnati, Pittsburgh, St. Louis, Portland (Ore.), Washington, Cleveland, Minneapolis and Kansas City.

* * *

The study was prepared by Helen Wood and Raymond D. Larson, of the bureau's Occupational Outlook Branch. A third report will show artists' earnings from all fields of work and the final one will contain more comprehensive data on the subjects covered by the first three sections along with facts on artists' work experience, education and training.

The following table shows radio-performer earnings of artists reporting earnings mainly or solely from this source in 1947 [1]:

Occupation and City	Number reporting	1 out of 4 earned less than	1 out of 2 earned more than	1 out of 4 earned more than
STAFF ANNOUNCERS				
All cities	594	$ 3,300	$ 4,400	$ 6,400
New York	69	4,900	7,100	11,200
Los Angeles	79	3,500	4,900	8,400
Chicago	42	4,600	6,500	9,500
Other Cities	404	3,100	4,100	5,200
FREELANCE ANNOUNCERS				
All cities	[2] 172	4,400	9,800	17,200
New York	48	12,500	17,000	27,500
Los Angeles	52	5,600	11,000	18,100
Chicago	[3]	[3]	[3]	[3]
Other cities	55	2,300	4,100	8,800
SINGERS				
All cities	[2] 272	1,900	3,800	6,900
New York	105	1,800	3,900	7,600
Los Angeles	71	2,900	4,700	8,700
Chicago	42	2,400	4,100	5,800
Other cities	49	900	2,700	4,300
ACTORS				
All cities	[2] 785	900	3,100	9,100
New York	395	1,300	3,900	10,300
Los Angeles	228	1,100	3,500	10,000
Chicago	57	1,500	3,900	10,300
Other cities	104	[4]	700	2,200
SOUND EFFECTS ARTISTS				
All cities	60	3,800	5,000	6,200

[1] Earnings rounded to nearest $100. Detailed tabulations on yearly earnings will be included in the final report on the survey and are available upon request.

[2] Includes a few artists who did not report the city where they were employed.

[3] Too few cases to warrant calculation of separate earnings figures.

[4] Less than $500.

WNAV WNAV-FM
Operating in Annapolis, Md.

NEW fulltime AM-FM stations in Annapolis, Md., WNAV and WNAV-FM, began operations April 22. The stations are owned and operated by Capital Broadcasting Co. WNAV operates on 1430 kc with 500 w day and night and WNAV-FM on 99.1 mc (Channel 256) with 16.6 kw day and night.

Both stations are on the air 5 a.m. to 1 a.m., or 20 hours daily. Studios are at 89 West St., Annapolis, and the transmitter and two 385-ft. towers in Admiral Heights, west of the city.

Opening broadcast featured speeches by Maryland's Gov. William Preston Lane, Rear Admiral James L. Holloway, superintendent of the U. S. Naval Academy; William Hugh McCrady, mayor of Annapolis, and Albert H. MacCarthy, president of Capital Broadcasting.

Station personnel includes H. Philip Nesbitt, general manager; Paul C. Jones, chief engineer, and William T. O'Connor, sales manager.

Evelyn Walmsley Named

EVELYN WALMSLEY, of McKee & Albright, is the new president of the Advertising Media Forum of Philadelphia. Other officers elected were N. C. Doughty, N. W. Ayer & Son, vice president; R. T. O'Reilly, N. W. Ayer, secretary, and D. B. Arnold, Gray & Rogers, treasurer. Elected board chairman was Solis Cantor, Solis S. Cantor Agency, and program chairman, L. D. Farnath, N. W. Ayer. Guest speakers and group discussions at monthly meetings of the Forum cover radio and television timebuying, spacebuying in newspapers, magazines and trade papers. The AMF, formed in 1945, has one or more representatives from 21 of Philadelphia's leading agencies.

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CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Sales manager for one kilowatt station in rich market, Great Lakes region. Salary and commission open to right man. Box 839a, BROADCASTING.

Experienced advertising salesman to invest $4,000 and become manager of 1000 watt daytime station located in small southern town, also delivers strong signal over nearby metropolitan market. Post Office Box 5068, Columbia 5, S. C.

Salesmen

". . . we received numerous responses to our recent classified ad seeking a topnotch salesman, as a result of which we have employed the man that we need." Harben Daniel, General Manager, WSAV, Savannah, Georgia.

A real go-getter. Capable creative sales ideas where only hard selling succeeds. Needed immediately. Midwest station. Write Box 783a, BROADCASTING.

Wanted—Salesman for midwest one kilowatt daytime station. Give details including salary. Box 838a, BROADcasting.

Combination salesman-announcer for two hundred fifty watt station in progressive city of 17,000. Write full details in first letter giving references, salary requirements and when available. Box 898a, BROADCASTING.

Alert radio account executive with successful record who can sell in southern market. Position offers 15% commission on time and talent. Box 932a, BROADCASTING.

Real salesman, personable, conscientious requiring creative sales ability not high pressure. KVRH, in the Heart of the Rockies, Salida, Colorado.

Live in Hollywood. Metropolitan Los Angeles station desires live men. 20% commission. George H. Bowles, General Manager, KWIK, Burbank, California.

Salesman—1 kw network affiliate has immediate opening for experienced, steady man for local accounts. Excellent immediate billing now running and good prospect list. Vacancy due to promotion in organization. Send complete information, picture and references WFDF, Flint, Michigan.

Announcers

Wanted—Experienced announcer for 1 kw independent. Accent on news, music—good voice disc. Box 927a, BROADCASTING.

Announcer-engineer for progressive 250 watt midwest network station. Will pay $1.70 per hour for 40 hours to right man. Schedule calls for 45 hour week or $80.75. Permanent to good man. Send full details and disc. Box 944a, BROADCASTING.

Need two announcers with first class licenses. Write full details to Fred Wamble, KANA, Anaconda, Montana.

Announcer-engineer, accent on announcing, by successful small town station. Prefer single man, experience immaterial if ambitious, steady. Send disc, photo, background and salary requirements. KEVA, Shamrock, Texas.

Wanted—Announcer-engineer with accent on announcing. Also one experienced announcer. Southeast Georgia station, pleasant working conditions. WRQN, Vidalia, Georgia. Phone 327.

Announcer—Excellent opportunity for good disc jockey, good voice, who likes to write copy. Send information regarding experience, education, marital status, minimum salary requirement, disc, photo to Station WSSV, Petersburg, Virginia.

Technical

Combination engineer-announcers wanted for one kilowatt station in New England state. Box 840a, BROADCASTING.

Help Wanted (Cont'd)

First class broadcast engineer capable operating 10 kw station in Puerto Rico. Good salary and opportunity to serve as technical advisor to other local stations. State experience, salary, etc. Box 899a, BROADCASTING.

Radio engineers desiring to travel. Will be installing specialized audio devices throughout the United States. Good salary plus expenses. Transportation provided. Must have 10 years technical experience, not including military training, be over 28 years of age, have automobile operator's license. Send complete references and personal photograph. Box 915a, BROADCASTING.

Wanted—Engineer with or without previous experience for 1000 watt daytime station, located in central North Carolina. Transmitter separate from studios. Box 918a, BROADCASTING.

Chief engineer wanted for new kw daytime station in small but delightful southern city. Must be capable of assuming full responsibility for installing and maintaining transmitting and studio equipment. If you are of good character, experience and can put the station on the air, we offer an excellent future. Salary $75. weekly. Can provide housing. Write, giving full details and references. Box 938a, BROADCASTING.

Will have opening about May 16 for another combination engineer-announcer. House for rent at station. Box 967a, BROADCASTING.

Chief engineer who can do some announcing. Excellent future with progressive organization. Car needed. For further details contact Fred Wamble, KANA, Anaconda, Montana.

Chief engineer who can act as combination man ABC affiliate remotes and local shows. Send disc, picture and references with first letter of application to John R. Bailey, Jr., Mgr., KVOC, Casper, Wyoming.

$50.00 per week to first class phone engineer with good voice as GI trainee. Combination man. WRNO, Orangeburg, S. C.

Chief engineer, east coast AM-FM station needs hard working management-minded chief. Unlimited possibilities, in a competitive market. Top quality and initiative are necessary. TV applied for. Full resume first letter. WCUM, Cumberland, Md. P.O. Box 360.

Engineer capable of light announcing duties. Network station. $45 for forty hours. Opportunity for advancement. Experience secondary to willingness. Reply Manager, WFOY, St. Augustine.

Wanted—Two combination engineer-announcers, new station going on air June 1. If not combination men, save your stamps. Greer Broadcasting Co., Greer, S. C.

". . . KRGV received excellent results from a classified ad in BROADCASTING. We ordered two insertions advertising for two announcers. We cancelled the second because of the wonderful response of the first. . . ." Dick Watkins, Assistant Manager.

Production-Programming, others

Newscaster & editor, prefer man between 35 and 45 with newspaper reportorial background. Will be given full responsibility for newsroom of top network affiliated station in midwest city. Salary commensurate with ability. Include with application and audition transcription, recent photograph and complete resume of experiences plus list of references. Box 779a, BROADCASTING.

Help Wanted (Cont'd)

Copywriter, experienced and willing to work. Some announcing and servicing of accounts. 1000 watt MBS affiliate in southwest. Box 913a, BROADCASTING.

Experienced commercial continuity writer, male or female, for regional Michigan network station. Permanent position, opportunity for advancement to administrative duties. Send samples of work, complete background, references to Box 935a, BROADCASTING.

Executive secretary, preferably from southwest, experienced in all phases of radio. F. H. Ford, KENT, MBS affiliate, 311 Milam, Shreveport, La.

Situations Wanted

Managerial

Man 47, expectionally qualified to manage radio station seeks that position with station in town not less than 30,000. Need $150 weekly plus opportunity earn considerable more through bonus plan or profit sharing arrangement. If interested please address Box 563a, BROADCASTING.

Successful manager—Ten years manager network affiliate plus broad experience all departments. Dependable career man. University graduate. Box 616a, BROADCASTING.

Successful in-the-black manager with knowhow and energy desires change to pleasant, average town which can offer permanent position. Radio 10 years Announce, Sell, Civic-minded. Like local programming. Age 29. Married. Sober. Box 864a, BROADCASTING.

To Coy's 34% in-the-red station owners: Successful and in the black manager who likes to make money—interested in your station if potential is there. Box 865a, BROADCASTING.

Manager or sales manager. Will go anywhere. Opportunity wanted. Past eight years same station. Good references. Box 904a, BROADCASTING.

Economy-minded, making this short. Network station manager desires change, bona fide reasons. Dozen years covers complete operation. Sane, sober, settled. Details by return mail. Box 919a, BROADCASTING.

Desire station in red or one in tough market. Well educated, veteran, experienced all phases of radio. Box 920a, BROADCASTING.

General Manager independent station 100,000 group city past 5 years; previously salesman, seeks larger opportunity. Box 923a, BROADCASTING.

General-commercial manager for over twelve years. Married. Experience in all departments of radio plus construction and reorganizing stations. Can guarantee sales results and solid programming. Good habits and excellent references. Network and independent experience. Prefer permanent position in south. Box 931a, BROADCASTING.

Manager—general-sales program. Present sales manager of CBS station in large eastern market. Thoroughly experienced in all phases of operation. Money secondary to opportunity. Family man. Excellent references. Box 960a, BROADCASTING.

Salesmen

Salesman, all-round radio experience, ten years sales. Stable, congenial, moderate, married. No high pressure. $70,000 sales last year, small market. Can invest if desired. No deep south, please. Box 947a, BROADCASTING.

Salesman—salesmanager. Long successful radio time and newspaper space sales. I know how to meet todays tougher problems, hold down losses and develop new business. Future opportunity more important than immediate salary. Write Box 956a, BROADCASTING.

". . . we received numerous responses to our recent classified ad seeking a topnotch salesman, as a result of which we have employed the man that we need." Harben Daniel, General Manager, WSAV, Savannah, Georgia.

Announcers

Announcer - writer - producer, 5 years top experience. Congenial, conscientious, versatile. Box 640a, BROADCASTING.

Morning man. 7 years. Lively. 25. Family. 50 kw exp. Box 685a, BROADCASTING.

Situations Wanted (Cont'd)

Announcer — veteran, young, single. Trained School of Radio Technique, Radio City. Will travel. Disc available. Box 824a, BROADCASTING.

Announcer, one year general broadcasting experience. Willing worker. Will travel. Box 851a, BROADCASTING.

Experienced announcer presently employed, wants upper midwest, single. Best references. Box 860a, BROADCASTING.

Play-by-play announcer available. Can sell. Age 29. Sober. Married. Box 866a, BROADCASTING.

Announcer, young veteran, good delivery, operate console, versatile, ambitious. Anywhere, midwest preferred. No floater. Box 887a, BROADCASTING.

Announcer-newscaster-copywriter-market editor. 6 years experience. 37, married. Best of references. Law graduate. Recently employed in news department of large midwest station. Seeks permanent position. Box 900a, BROADCASTING.

Announcer—2 years experience. University graduate. Presently at 5 kilowatt station. Newscasts, music shows, adlib. Can travel. Disc, information. Box 901a, BROADCASTING.

Announcer, staff, all-round, console work. Presently commercial manager of Colorado 250 watt. Can leave on short notice. Box 902a, BROADCASTING.

Announcer, salesman, actor—veteran, 24, single, NYU graduate (advertising). Graduate School Radio Technique. Sports background. Travel anywhere. Box 907a, BROADCASTING.

Experienced young announcer desires spot with progressive station, east preferred, now working. Box 908a, BROADCASTING.

In Canada only. Announcing position, 24, single, sober. Graduate of CBS school, Chicago. Some experience with Detroit station. Fluent command of French and Spanish. Extensive knowledge of classical music. Have disc. Box 909a, BROADCASTING.

Singing disc jockey and musician desires position with large, progressive station having or desiring an active live talent group. Nine (9) years experience, proven mail pull. Can fulfill television and personal appearance. Details, disc, and photo available. Box 910a, BROADCASTING.

Announcer—Experienced all phases, strong play-by-play sports. Seeks AM deal with TV future. Top references, travel anywhere. Box 911a, BROADCASTING.

Experienced good all-round sportscaster. Basketball, baseball, football, boxing, etc. Age 35. Married. Completely dependable. Box 914a, BROADCASTING.

Look no further, sparkplug announcer, 24, university degree, intelligent delivery, experienced in all phases of staff announcing and writing. Single, will travel. For disc, details, write Box 924a, BROADCASTING.

Announcer, sports experienced, also news, commercial, desires position south. Personal interview immediately. Box 933a, BROADCASTING.

College student desires sportscasting position following June graduation. Three years play-by-play experience. Football, baseball, basketball. Also staff announcing experience. Disc, photo, references available. Box 936a, BROADCASTING.

Announcer—Some staff experience with 5 kw affiliate. Capable. Dependable with desire for permanent position. Box 937a, BROADCASTING.

Morning man, tops in field, desires major market affiliation. Can break down strongest competition. $7000.000 minimum. Box 941a, BROADCASTING.

Special events announcer, experienced with man-on-the-street show, audience participation, morning show and on-the-spot news. Can adlib freely. Know programming. Three years experience, seeking permanent location. Box 942a, BROADCASTING.

Announcer, college background. 14 months radio school. Available for on-the-job training. Will travel anywhere. Married. Call Chicago, Fairfax 4-6267 evenings, reverse charges or Box 943a, BROADCASTING.

Even swap! Experience, ability for security, advancement. Announcer-program director. Prefer south. Box 952a, BROADCASTING.

Situations Wanted (Cont'd)

Announcer—Well versed in all forms of studio routine. Good athletic background. Class A voice, news deejay play-by-play. Disc available. Anywhere for good opportunity. Box 953a, BROADCASTING.

Announcer—Young, single, some experience school, versatile. Willing to travel. Box 959a, BROADCASTING.

Sports announcer. Ten years play-by-play. Outstanding Hooper sportscast. Box 962a, BROADCASTING.

Dependable, staff announcer, 27, married, pleasant voice with selling appeal. Tops in special events and sports. Box 964a, BROADCASTING.

Being replaced by combination operation. Eighteen months experience all phases small station operation especially announcing. Some program work. Prefer midwest. Herb Arms, R5, Box 32, Louisville, Ky.

Announcer—young, experience sports, news, commercial. Would like to locate Pennsylvania, Ohio. Ken Easterbrook, 8917 Upland Terr. Pittsburgh 21, Pa.

Thoroughly experienced announcer. Intelligent delivery. Knows news, music, scripting, production. Herb Gottschalk, 5034 S. Woodlawn, Chicago 15, Atlantic 5-0516.

Young, single, announcer, recent graduate of leading radio school, lacks commercial experience but ambitious, wil'ing to learn, excellent voice. Have disc. Don Keating, 2419 St. Paul Blvd., Rochester 5, N. Y.

Announcer—Single, experienced several years. Specialty sports (play-by-play all major sports). Disc jockey, news, commercials. Desires position in east or New England. Preferably middle Atlantic states, for east. Disc & photo upon request or possibly apply in person. Write or wire Stan Kotel, 416 Fort Washington Ave., New York, N. Y.

Competent announcer. Experience. College education. Bob Millisor, 804 W. North, St. Marys, Ohio.

Experienced announcer, continuity writer wants permanent position. Operate console, newscaster, disc shows, special events. J. B. Richardson, 1715 N. Raymond Ave., Pasadena, California.

Announcer—Year experience, year radio school. Single, 26, willing to travel. John Somers, 71 Gale Ave., Elgin, Illinois.

University of Florida radio speech graduate desires announcers position. Inexperienced. No bad habits to unlearn. Mould me the way you want. Stanley Turegano, 5011 Prytania St., New Orleans, La.

". . . KRGV received excellent results from a classified ad in BROADCASTING. We ordered two insertions advertising for two announcers. We cancelled the second because of the wonderful response of the first. . . ." Dick Watkins, Assistant Manager.

Technical

Construction chief engineer—Construct radio station or chief of established station. Seven years radio, five in broadcast. Chief two years. Minimum salary $85.00. Box 516a, BROADCASTING.

Engineer now employed desires change with possibility TV. Thoroughly experienced AM-FM xmiter, studio, recording. All inquiries answered. Box 735a, BROADCASTING.

Engineer 1st phone, 2nd telegraph, amateur licenses. Recent radio school graduate, good background. Single, will travel. Box 816a, BROADCASTING.

Chief engineer—Age 31, married, veteran, sober, conscientious, hard worker. Construct and operate new or established station. CREI 10 years experience. Prefer midwest or midsouth. Box 835a, BROADCASTING.

Engineer—1st phone, employed, married. Have car. Desire above Maryland. Require notice. Box 867a, BROADCASTING.

Engineer, 15 months experience transmitter and remotes. Presently employed. Require notice. Box 888a, BROADCASTING.

Situations Wanted (Cont'd)

Chief engineer desires change, seven years radio experience. Experienced station construction and directional antennae. Sober, conscientious, excellent references. Box 903a, BROADCASTING.

Chief engineer 250 or 1 kw preferred. Experienced all phases operation, maintenance, installation, supervision. Presently employed. Will travel anywhere. Box 912a, BROADCASTING.

Technician—first phone, 29, married, ten years amateur and repairman, one year experience in AM, FM transmitter operation and maintenance, studio control, remotes and recordings. TV studio experience. Responsible position desired. Best references. Box 916a, BROADCASTING.

Experienced engineer—18 years AM-FM construction, economical maintenance. Presently employed (12 years) as chief small station. Desire warmer climate or larger station. Box 917a, BROADCASTING.

Operator—with first class telephone and second class telegraph license. Have over five years of experience with 250 watt station, employed as chief now. Desire permanent position with progressive station. Sober, dependable, good references, married, without car. Age 28 years. Not a veteran. Also have radio servicing experience. Prefer south or southeast. Box 926a, BROADCASTING.

Chief engineer. Experienced. Will travel. Married. Presently employed as chief. Experienced 1000 and 250 watts. Box 945a, BROADCASTING.

Veteran, 26, married. Desire permanent position in southern Oklahoma. 1st phone since 1942. Chief since 1946. Experienced in construction, maintenance, and operation. Combination work if necessary. Box 946a, BROADCASTING.

Help! Have 1st class radio phone. Am long on ambition, alertness, youth, but short on experience. Unimpressed by hard work—unafraid of hours. Technical School graduate. Box 949a, BROADCASTING.

Holder 1st phone, single, will travel, have car and educational background. Box 957a, BROADCASTING.

Chief engineer—Fully experienced in construction, maintenance, and operation of AM and FM wants position anywhere in west. If you have CP, can build your station. Available immediately. Married, no children. Have car. Housing must be available. Salary secondary to other conditions. Box 961a, BROADCASTING.

Operator—continuity writer, 1st class phone. Wants work as straight operator or combination operator-continuity writer. Box 965a, BROADCASTING.

Engineer-first phone, 14 years experience, 4 years as chief. Control transmitter and recording. Interested in locating permanently in west. Box 966a, BROADCASTING.

Engineer 1st phone; few months experience on both AM and FM transmitters. Would prefer a position in New York or regional area. Box 969a, BROADCASTING.

Two engineers, RCA graduates, married. AM, FM experience on remotes, turntables construction. Will travel. Available one month. Box 971a, BROADCASTING.

First phone engineer, recent graduate from radio school desires position with broadcasting station. Inexperienced, ambitious, single. Bernard Budenbender, Bigelow, Kansas.

First phone engineer desires position with broadcast station. Will also do parttime announcing. Car, single, willing to travel, available immediately. Milton Hamilton, Central City, Nebraska.

First phone engineer. No experience, ambitious. Desires broadcasting job. Can do announcing. Lolan Lantz, RR #1, Box 308, Rockford, Illinois. Tel. # New Milford 77.

1st class radio telephone operator desiring a permanent position will travel. No experience as an operator. At present am working for Ram-Rand. Available July 8 RCA graduate. John Witkowski, 444 Wyona Street, Brooklyn, New York.

Situations Wanted (Cont'd)

First phone engineer desire position with broadcasting station. Graduate of good school. Single. Available immediately. Frank Jegerlehner, Tipton, Iowa.

Production-Programming, others

Program or operations manager — Unusual qualifications. Twenty years experience all departments including management. Well worth an inquiry. Box 617a, BROADCASTING.

Continuity chief. Program and promotion minded. Writes selling copy, strong shows. Now earning $75. Prefers east. Family man. Box 780a, BROADCASTING.

Continuity director. Wants full responsibility. Advancement opportunities. Strong programming knack. Box 781a, BROADCASTING.

Special events and newscaster available September 1st to 5 kw or better station offering salary and opportunity commensurate with exceptional voice and ability. Box 784a, BROADCASTING.

Sportscaster, program director, newsman, announcer. Do anything. Go anywhere. 10 years experience. Box 812a, BROADCASTING.

Program director, producer, announcer, top adlib master of ceremonies, showman, prefer midwest or east. Box 881a, BROADCASTING.

Producer-announcer with six years experience wants permanent position in midwest or east. Married, conscientious and reliable. Box 882a, BROADCASTING.

Experienced program director-announcer-newscaster. College background. Desires midwest, west. Box 906a, BROADCASTING.

Radio journalism graduate, June '49 desires opportunity to write continuity for small midwest station. Writing and production experience with college station. Box 928a, BROADCASTING.

Writer-announcer. Sincere and ambitious. I want a career in radio. Will consider any reasonable offer. Box 939a, BROADCASTING.

News editor available. Now employed metropolitan city station. Six years newspaper (editorial) experience, 32, college graduate. Ex-Marine captain, married. Seeking opportunity for advancement. Go anywhere. Samples of newscasts and newspaper stories upon request. Top references. Box 940a, BROADCASTING.

Experienced news editor with ability and drive wants position with established station. Effective newscaster, reporter. Presently with midwestern network affiliate. College graduate, married. Box 950a, BROADCASTING.

News editor, 37, married. 6 years general radio experience in midwest, south and west. References. Box 954a, BROADCASTING.

Program-production. Experience and references unimpeachable. Box 955a, BROADCASTING.

My moma done tole me I should know better, but I'm interested in radio. Have more than three years experience as a continuity director and producer and have done all types of programs. All I want is a livable wage and an opportunity for advancement. Am particularly interested in the west or southern California. Make a wise investment. All it takes is a three cent stamp for details. Box 958a, BROADCASTING.

Producer - announcer - writer - singer - time-buyer. Experienced all phases. Successfully employed in medium market with well-rounded background in national and local production. Desires connection with progressive station in large market or advertising agency. Box 963a, BROADCASTING.

Dramatic scripts from catalogue or written on assignment. Will contract station or network. J. M. Parham, Box 1230, Winston-Salem, N. C.

Music director—can offer smooth continuity in your musical programs, avoiding ditches and jolts. Rich music background. Graduate of Ohio State University School of Music. Married. Veteran. Letter with complete information if desired. Fred Wagner, 607 Logan St., Toronto, Ohio.

Situations Wanted (Cont'd)

Program manager—assistant manager, etc. 17 years radio experience. Age 35, veteran, family man, no carouser. Creative, aggressive, specialize in local programming. Know radio from the bottom-up and all phases of radio management. Midwest or Texas. Box 970a, BROADCASTING.

Television

Technical

Chief engineer 250 watter, 18 years AM experience including construction two locals, one year radar field engineer desires chance enter television; consider position in AM until your television plans materialize. Box 968a, BROADCASTING.

For Sale

Equipment, Etc.

For Sale—101C Federal field strength meter, 1C WE frequency deviation monitor, 731A General Radio modulation monitor. Address Box 774a, BROADCASTING.

Two Zenith broadcast cobra pickups complete with universal mounting brackets, pre-amps, power supplies, etc. Best offer. Box 922a, BROADCASTING.

New composite 250 watt broadcast transmitter $1600. Gates studioette console used about 50 hours $350.00. Box 925a, BROADCASTING.

300 feet new 7/8" Andrew 737 coaxial line, fittings, gas, $140 FOB California. Perfect MI-4875. Universal pickup kit $150. Box 934a, BROADCASTING.

For Sale. New RCA equipment in original cartons. One variable line equalizer $156.00, one 76-B4 speech input consolette with power supply $1100.00, eight BA-1A preamplifiers $52.00 each; one VU meter panel $88.00. All FOB Pocatello, Idaho. One Austin toroidal tower lighting transformer 3 kw $256.00; approximately 3091# No. 8 bare copper wire, soft drawn, 25 cents per pound. Wire and transformer FOB Great Falls, Montana. 24 hour shipment on any or all equipment. Terms cash. Communicate with Henry H. Fletcher, KSEI, Pocatello, Idaho.

For sale—If you need a self-supporting tower for small ground space we have for sale 164 ft. used Truscon tower with lights and insulators ready to ship. Excellent condition price $1,200.00. Contact Sedalia, Mo., Box 149.

Wanted to Buy

Wanted—One kilowatt AM transmitter in good operating condition. Give details including impedance and date available. Box 841a, BROADCASTING.

Studio console, turntables, reproducers, give condition, use, bottom price. Box 929a, BROADCASTING.

Modulation monitor General Radio 731B or 1931A. Give history and price. KFEL, Denver.

Want equalizers, cutting head and a microscope bracket for Presto 6N recorders at bargain price. WOOK, 5321 First Pl., N.E., Washington 11, D. C.

Wanted—Need used combination FM and AM console. Send type and your sale price to Sedalia, Mo., Box 149.

Employment Service

Immediate openings! Programming, writers, experienced announcers, managers, engineers, salesmen, announcer-technicians. Mr. Manager, radio's better personnel desires aiding your needs. Thru-RRR-Radio-TV Employment Bureau, Box 413, Philadelphia.

Miscellaneous

Addressed to all radio personnel. Have you ever wanted to own a part interest in a station? Here's your chance to invest $1,000 or more. Write Box 948a, BROADCASTING.

Wanted—Loan ten thousand dollars secured by controlling stock in prosperous two-hundred-fifty watt station. Box 951a, BROADCASTING.

P. I. and guarantee stations wanted: guaranteed, fast selling $4.68 camera film offer pays $1 net; Camera, 6411 Hollywood, Hollywood, California.

(Continued on next page)

Help Wanted

Salesmen

Time Saleman Wanted. 23 year old midwestern regional CBS affiliate has opening for an above average time salesman. The man we are looking for wants to become a permanent part of a fine community. He is aggressive but not high pressure. He is experienced in solid selling and servicing. He will have the advice and assistance of an experienced program staff. However, he has the ability to originate and sell sound, practical radio advertising. If you think you are the man we want, we offer you an unusual opportunity with better than average compensation. Write or wire your qualifications and references and an interview will be arranged. **Address Walter Rothschild, Station WTAD-WTAD-FM, Quincy, Illinois.**

Wanted—Salesmen regularly calling on broadcasters. We have profitable sideline. Write details of your experience, territory you cover. A good man can add a $100.00 a month to his income with very little effort. Write Cook, RADIO SCRIPT SERVICES, 218 N. Duke Street, Lancaster, Penna.

Production-Programming, others

WANTED!
(ALIVE ONLY)

PROGRAM DIRECTOR . . . Audience conscious . . . Sponsor conscious . . . Hooper conscious . . . Who can double on air! A man who wants to work in Florida for a Network station with top facilities! We want a man who knows how to set the pace . . . and HOLD it!

ALSO WANTED

AIR PERSONALITIES . . . Men who are equally at home with live or recorded talent! We want men who believe the way to succeed is to make sponsor and listeners equally happy! If you can stand the sight of a low Hooper . . . don't apply . . . otherwise, give experience and ambitions to Box 921a, BROADCASTING.

(Recorded auditions will be requested later)

WANTED:

Man to build and supervise News Department featuring *local* news. Must be qualified, have good voice, personality. Send qualifications, audition, photograph, expected starting salary.

Radio Station KGVL
Greenville, Texas

Schools

NATIONAL ACADEMY OF BROADCASTING, INC. NAOB

STATION MANAGERS!

Need Trained Personnel?

BROADCASTERS!

Want a Refresher Course?

BEGINNERS!

Want to be a broadcaster?

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Washington 10, D. C.

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Washington 10, D. C

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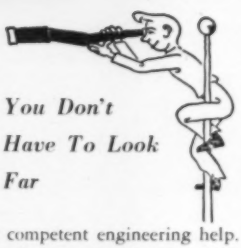
Success Training for the Radio and Airline Industries



You Don't Have To Look Far

for competent engineering help. A call to our placement department lifts the problem off your shoulders and onto ours. Our training staff, which has spent years turning out high-grade AM, FM, and TV engineers, means that you are assured of satisfaction. May we serve you?

CENTRAL RADIO and TELEVISION **SCHOOLS, INC.**

17th and Wyandotte Streets
Kansas City 8, Missouri

Schools (Cont'd)

F. C. C. LICENCE COURSE

Accelerated Training

You are prepared for 1ST CLASS PHONE (FCC) LICENSE in 4 to 6 weeks.

Practical Instruction

Classes and training conducted directly in New York City radio stations.

Arrangements For Quarters

Write or Phone

CAMBRIDGE

School of Radio Broadcasting
220 W. 42nd St., New York, N.Y.
Phone WI. 7-0038

Miscellaneous

REGIONAL MANAGERS (2)

Fastest growing National Organization, whose promotional campaigns are familiar and ENDORSED BY MORE THAN 300 STATIONS COAST TO COAST, can use successful DISTRICT SALES MANAGERS.

Thorough knowledge of co-sponsored sales methods, plus ability to hire and train salesmen, ESSENTIAL!

To qualified producers, after brief training period (without loss of revenue), can compare earnings of our PRESENT MANAGERS from $7500 to $10,000 commission yearly!

All replies strictly confidential.

Box 905, BROADCASTING

SCHOOL RADIO

U. of Neb. Uses KFAB Time

PLANS of the U. of Nebraska to enter educational FM broadcasting have been held up because of lack of funds for a transmitter. The university radio department is equipped with studios, control room and other facilities, but the missing link has been the transmitter.

Solution to the problem came last month when the university completed arrangements with KFAB-FM Omaha for an hour and 15 minutes of broadcasting daily. Announcement of the arrangement was made by William C. Dempsey, acting director of radio at the college. The KFAB-FM time, coupled with the time already provided by KOLN, Lincoln AM outlet, gives the university students a block of an hour and a half for local broadcasting daily, Mr. Dempsey reported.

"We feel that a block of time is essential in proper radio training," he said, "since it provides the pressure of the real radio station. Most anyone can produce a show once or twice a semester, but an hour and a half every day in the week takes work."

Students, working under the direction of the radio department faculty, produce, engineer, write and perform all of the broadcasts. A station staff has been set up with students appointed to the various positions.

For Sale

FOR SALE—One Gates cueing amplifier M92721 **$75.00**—one Shure microphone #556A **$40.00**. One UTC line equalizer **$90.00**. One RCA 77D microphone **$75.00**. Two cabinet mounted Jensen speakers CRT-12 **$40.00 each**. One Meltrone senior boom microphone stand **$75.00**. Two RCA 56E equalizers with hi-frequency compensators **$65.00 each**. One RCA line equalizer BE1B **$140.00**. Three RCA brand new 7C21 transmitter tubes **$135.00 each**. Two RCA monitor amplifiers BA4C **$100.00 each**. One RCA limiter **$350.00**. Two RCA LC1A monitoring speakers and cabinet plus filter unit **$250.00**. Two Altec Lansing amplifiers A126A **$250.00 each**. Two Turner U98 microphones **$15.00 each**. One UTC transformer LS50 **$25.00**. Two Altec Lansing duplex systems #612 **$250.00 each**. F.O.B. Pottsville. Contact WPAM, Pottsville, Pennsylvania.

Florida Network Station

- Top exclusive market
- Well operated — profitable
- Excellent network affiliation
- Realistic price for quick action

Price $75,000.00

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON, D. C.	DALLAS	SAN FRANCISCO
James W. Blackburn	Philip D. Jackson	Ray V. Hamilton
Washington Bldg.	Tower Petroleum Bldg.	Russ Bldg.
Sterling 4341-2	Central 1177	Exbrook 2-5672

TED KENNY (r), chief engineer at KDKA Pittsburgh, advises Father Joseph A. Lauritis, public relations director of Duquesne U., on construction plans for the Pittsburgh school's FM station, WDUQ. Station, now under construction, will operate on Channel 207 (89.3 mc) with 10 w. Studios and control room will be on the second floor of the university's administration building.

WU BALL CASE

FCC Probe Is Postponed

FCC INQUIRY into Western Union's rates and practices for baseball play-by-play service was postponed last week from May 9 to May 17 at request of WIND Chicago.

The investigation, which is to inquire into WU's past policy as well as charges and regulations under the new tariff which went into effect April 18, was ordered by the Commission in mid-April. The hearing was ordered coincident with denial of a petition filed by WIND in opposition to the then proposed new rates [BROADCASTING, April 18].

WIND alleged that certain provisions of the new rate was discriminatory to radio stations and asked that the provisions be suspended. WIND further asked that WU be required to show cause why it should not be eliminated.

The new rate calls for payment of $2 per game by each station using the service in addition to the regular fee paid by the originating station subscriber. WIND in its opposition said this charge was discriminatory since newspapers and press associations relay the information on to non-subscribers at no extra fee.

FCC's hearing order pointed out that under the old tariff a subscriber station was not permitted to network the service to non-subscribers and that it wished to investigate reports that WU had allowed such retransmittal in certain instances. FCC indicated that this waiving of certain provisions of the old tariff may have constituted violations of the Communications Act.

The Commission order specified that Hearing Examiner Elizabeth C. Smith would preside at the inquiry.

REBROADCAST PLAN

Designed to Offset Audience Loss to TV—Poller

REBROADCAST of nighttime network programs the following day is proposed by Lou Poller, WPWA Chester, Pa., as a means of offsetting loss of audience to television.

"A continuing loss in audience is certain to bring either cancellations of costly network programs, demands for reduced time charges or expanded audiences," according to Mr. Poller. "The competition between two of the major networks for Sunday night name shows underscores their own recognition of this condition.

"Since the average network station is committed for specific programs during the daytime, we could, by rebroadcasting night programs during the daytime, recover a good percentage of the audience lost at night.

"We realize that this procedure would call for compensation to the performers and the various unions for rebroadcast (one-time) rights. We are, therefore, suggesting that such performance right funds be used by the local radio stations in the hiring of staff musicians and performers.

". . . We do not think that programming of this nature will affect present network audiences. In fact, many sets not even turned on during daytime hours could be enticed to form an even greater daytime audience. The audience reached by local stations, now lost to networks and their clients, can be recovered in great part to national advertisers."

RELIGIOUS RADIO

CBS Advisors Meet

BOARD of consultants for the CBS Sunday morning *Church of the Air* series, last Monday unanimously endorsed the network's policy of allocating air time to religious groups who, while making positive statements of faith, do not attack belief's of others. The annual board meeting, held at CBS headquarters, also approved the *Church of the Air* practice of working with separate denominations rather than with associations in allocating times.

The group learned that CBS is currently studying means of adapting television techniques to religious subjects, rather than simply telecasting church sermons. Isabel Redman of the CBS-TV public affairs staff, and producer of *Lamp Unto My Feet*, network's Sunday afternoon series showing religious-school children learning their lessons, announced that a new religious television series is being prepared for the summer season. Board members proposed several ideas for religious radio programs, which will be considered by the CBS staff.

Among those attending were: Dr. James E. Hoffman, stated clerk of the Reformed Church in America. Mr. Walter W. Kantack, Christian Science Committee on Publication for the State of New York. The Rev. Carl Lund-Quist, executive-secretary of the Division of Public Relations of the National Lutheran Council. The Rev. Patrick J. Masterson, Office of Catholic Charities, Archdiocese of New York. The Rev. Everett C. Parker, director of programs and production, Protestant Radio Commission. Dr. Emory Ross, executive-secretary of the Africa Committee, Foreign Missions Conference of North America. Dr. Clayton T. Griswold, director of the Department of Radio and Television, Presbyterian Church, U.S.A. Dr. Ralph Stoody, director of the Office of Methodist Information.

Non-members of the board present were: Dr. Moishe Davis, of the Jewish Theological Seminary. Dr. Theodore Savage, charter member of the Board of Consultants, succeeded during the past year by Dr. Griswold. The Rev. Charles H. Schmitz, acting chairman of the Radio Committee of the Northern Baptist Convention.

CBS representatives included Vice President Davidson Taylor; Robert Hudson, director of education and opinion broadcasts; Leon Levine, director of discussion broadcasts; George Crothers, assistant to Mr. Hudson; Gerald Maulsby, assistant director of public affairs; Elinor Inman, director of religious broadcasts, and Miss Redman.

AMATEUR OPERATORS

Guard Training Offered

AMATEUR radio operators may train in the National Guard as members of the Military Amateur Radio System, it has been announced by Maj. Gen. Kenneth F. Cramer, chief of the National Guard Bureau. Newly-established system is authorized to establish amateur radio networks in the Army, Air Force, the Air and Army National Guard, Organized Reserve Corps and ROTC.

Under the plan, operations will be part of regular training programs for Guard communications units and personnel. Equipment for stations would be supplied by U. S. Army and Air Force. Operators who are interested in the program —and who can qualify for National Guard membership—should contact the Adjutant General of their state or nearest Guard armory or air base, the announcement said.

News

JIM McMILLEN has rejoined WMNF Fayetteville, N. C., as news editor. He formerly held that post at station, but had resigned to work in Baltimore.

BOB TERRY, St. Louis sports announcer, has joined KSTL St. Louis. He will feature sports scores and stories on 1:30-5:30 p.m. program of sports and music.

CHARLOTTE SLIFE, assistant to news editor of KROS Clinton, Iowa, has resigned. No future plans were announced.

EVERETT MITCHELL, NBC farm commentator, will receive honorary degree of Doctor of Letters from Carthage College, Carthage, Ill., on June 6. This marks first time in school's history that an honorary LLD has been awarded to person outside field of education, it was reported.

LUCILLE HASTINGS, on newsroom staff of KLZ Denver, received first place award for radio script "Colorado Speaks," and first in news program category for excellence of a radio newscast, in competition conducted by Colorado Press Women.

JACK BRICKHOUSE, sports service manager for WGN-TV Chicago, is father of a girl. Mr. Brickhouse is heard on WGN's *Final Weekend Sports Review* Saturdays.

KWSC Pullman, Wash., provided coverage on local tragedy which involved death of five men last month. Station also sent special events staff to cover earthquake which hit state.

WBUY-FM OPENS

Outlet Duplicates AM Shows

WBUY-FM Lexington, N. C., took the air late last month on Channel 232 (94.3 mc) with effective radiated power of 400 w. The FM outlet duplicates all programs of its AM affiliate WBUY.

Stations are owned by Omar and Greeley Hilton. C. Robert Ray is general manager. WBUY-AM is a fulltime outlet, operating on 1450 kc with 250 w.

OKLAHOMA STATION
Highly Profitable
Network Affiliation
Exclusive
$120,000

CALIFORNIA STATION
Full Time
Well Equipped
Exclusive
$80,000

SMALL PROPERTIES DIVISION
THE SMITH DAVIS CORPORATION
Smith Davis, *President* Albert ZugSmith, *Exec. Vice-Pres.*
317 South Sixteenth Street Phone KIngsley 6-1132
Philadelphia 2, Pa.

WMT FARM DAY

July 29 Set by Worcester

FOURTH annual National Farm Field Day, sponsored by WMT Cedar Rapids, Iowa, will be held July 29 at Delaware County Fairgrounds, Chuck Worcester, station's farm service director, has announced. Farm organizations also are assisting in sponsorship of the huge one-day farm show ,which annually attracts over 40,000.

Theme of this year's event is "Farm and Home Storage," a topic termed by many as the "greatest immediate pressing problem in agriculture." Highlights will be a $1 million display of newest farm equipment, the annual WMT gadget contest and entertainment featuring station's radio stars. Dozens of exhibits will be used to explain and demonstrate storage step by step. Fairgrounds are 40 miles from Cedar Rapids.

AFRA Ball

FOR first time in AFRA Ball history, this year's affair, to be held at New York's Hotel Astor May 20, will include a brief revue about radio, presenting the humorous side of the business from the actor's standpoint. Proceeds from the ball, which also will present numerous stars in headline acts, will be used to send New York delegates to the AFRA Convention in August.

A 1 1/2 BILLION DOLLAR MARKET

spread over two states

Take our BMB Audience Coverage Map, match it with the latest Sales Management "buying power" figures, and you'll see that KWFT reaches a billion and a half dollar market that spreads over two great states. A letter to us or our "reps" will bring you all the facts, as well as current availabilities. Write today.

KWFT

THE TEXAS-OKLAHOMA STATION

Wichita Falls-5,000 Watts-620 KC-CBS

Represented by Paul H. Raymer Co., and KWFT, 801 Tower Petroleum Bldg., Dallas

Production

JOHNNY ROWHER, formerly of program staff of KROS Clinton, Iowa, has joined KCOG Centerville, Iowa, as program director.

RAYMOND F. POTTS, formerly doing radio work for American Legion department of Indiana, has joined WLRP under construction in New Albany, Ind., as head of programming.

FRANK FARRELL has joined announcing staff of WTAM Cleveland.

BOB WATSON, formerly of WCAP Asbury Park, N. J., has joined WVOS Liberty, N. Y., as announcer-engineer.

WILLIAM D. GREGORY, formerly with WHLF South Boston, Va., has joined WRXO Roxboro, N. C., as program director.

EARL STEELE, former announcer at CBS New York, KMOX St. Louis and KLAC Hollywood, has joined WCCO Minneapolis announcing staff. Mr. Steele's wife, SALLY FOSTER, is currently singing on station, and has her own program.

LEWIS LANE, founder of NBC's music research section, has resigned to devote his full time to teaching and lecturing. He joined NBC in 1928.

WILLIAM E. MEREDITH, WRFD Worthington, Ohio, program director, has resigned to accept position as information specialist with U. S. Occupation Forces Far East, in Japan. He will be asigned to Japanese Radio Network as director of public service programs.

JOHN L. HUTCHINSON, WBEN-TV Buffalo, N. Y., producer, and Jean Ashley Kimball, have announced their marriage.

WILL DOUGHERTY, program director of WHHH Warren, Ohio, has been appointed to head all radio programs and publicity for 9th District American Legion convention to be held in Warren June 29.

GEORGE DVORAK, chief announcer at KFI Los Angeles, is the father of a girl, Charlene.

TOM MARSHALL of WNJR Newark, N. J., is the father of a girl, Georgia Pauline.

ROBERT HAFTER, formerly freelance screen writer, has joined KNX-Columbia Pacific Network, Hollywood, as producer. Prior to his screen writing, Mr. Hafter was with CBS as executive producer.

HULL YOUNGBLOOD has joined announcing staff of WOAI-TV San Antonio, Tex.

HAROLD LAWRENCE, formerly with WTOP Washington, has joined WCAU Philadelphia announcing staff as summer replacement.

ELINOR LEE, director of community service for WTOP Washington, has been appointed to serve on executive committee of Assn. of Women Broadcasters.

JERRY SPERLING, formerly with KFRO Longview, Tex., as special events man and sportscaster, has joined KALB Alexandria, La., where he is doing production and m. c. work, and special events.

ROGER KRUPP, former announcer with ABC, NBC and CBS, has joined WBAY Coral Gables, Fla., where he will conduct disc show and do newscasts.

JOHN BROOKMAN, HUGH MEBRY MIX and WALLACE R. JACKSON have been added to NBC Central Division's program staff as assistant AM production directors for daylight savings time operations.

JAMES RAMSEY, former staff organist and musical producer at WXYZ Detroit, has joined production staff of WGN Chicago. He is a former writer and announcer.

DORISLEE NICHOLLS has been named director of special events at WPTL (FM) Providence, R. I. Her former work as continuity supervisor has been taken over by SHIRLEY WHITE.

ROBERT J. BODDEN, program director of KROS Clinton, Iowa, for past two years, has resigned. He has announced no future plans.

JANET GILLESPIE has joined WHHH Warren, Ohio, as continuity writer.

Quaal Registration

WARD QUAAL, director of Clear Channel Broadcasting Service, has filed notice of his recent CCBS appointment with the Secretary of the Senate. Mr. Quaal, who temporarily assumed director's duties during Louis Ruppel's illness, had originally registered Feb. 21 on a temporary basis under Sec. 308 (a) of the Lobbying Act. The CCBS head gave his annual salary as $13,000 compared to $225 per week he received in an acting capacity.

LIQUOR ADS

House Group Gets Petition

PETITIONS containing nearly 300 signatures were referred to the House Interstate & Foreign Commerce Committee last week in support of a pending bill to outlaw advertisement of alcoholic beverages on radio and television broadcasts. The petitions were from Women's Christian Temperance Unions in sections of Delaware.

Despite perennial support of the measure, introduced last February by Rep. Joseph Bryson (D-S. C.), there appeared little likelihood last week it would be considered by the FCC-FTC-SEC subcommittee in the near future, according to House sources. The legislation (HR 2428) prohibits transportation in interstate commerce of advertisements of all alcoholic beverages, including beer and wine, under penalty of a fine between $100 and $1,000 and/or six months to a year imprisonment. Specifically, it would extend the penalty to advertisers in radio, newsreels, newspapers and other periodicals, as well as to station operators themselves.

COCONINO CO.

Flagstaff Outlet Denied

APPLICATION of Coconino Broadcasting Co., Flagstaff, Ariz., for new AM station on 600 kc with 1 kw fulltime, was denied by the FCC in default.

The Commission's order pointed out that the firm had failed to appear at the scheduled hearing in March and that the Coconino counsel resigned from the case three days before the hearing because the firm failed to supply necessary information he had requested. FCC reported the firm had informed the attorney by telephone before his resignation that it was not sure it wished to proceed further.

Coconino originally filed its request in early 1947.

KATHERINE F. LENROOT, chief of Children's Bureau, Federal Security Agency, will discuss the objectives of this year's Child Health Day, on today's (May 2) ABC Ted Malone program.

THE EARLY BIRD CATCHES THE WORM,

But . . .

Early or late or in-between in Memphis, it's

WMPS

10,000 WATTS DAY
5,000 WATTS NIGHT
680 KILOCYCLES

AN AFFILIATE OF THE AMERICAN BROADCASTING COMPANY

RADIO REPRESENTATIVES, INC.

LOTTERIES

FCC Giveaway Approach 'Dubious'—Marks

FCC'S proposed move against giveaway programs [BROADCASTING, Aug. 9, 1948] should more logically be based on the ground that these shows do not serve public interest, rather than "the dubious ground" that they are lotteries.

This view is expressed in the current issue of the Georgetown U. (Washington, D. C.) *Law Journal* by Leonard H. Marks, member of the Washington law firm of Cohn & Marks, a lecturer on communications law at National U. Law School in Washington, and a former assistant to the general counsel of FCC.

"Ample justification exists for placing a taboo on radio giveaways as being contrary to public policy, despite the absence of formal requirements to meet the strict legal lottery tests," Mr. Marks concludes after a lengthy study of the questions.

"The law reflects public mores, and an examination of the history of legislation outlawing certain pastimes indicates that the spiritual values at the time dictate illegality."

But he feels FCC should proceed cautiously before adding giveaways to the list of "already condemned fortune-telling, astrological, metaphysical and medical advice programs." He writes:

. . . Careful consideration must be given to the argument that the latter [fortune-telling, etc.] each involve an element of fraud on the public, while giveaways can at worst be classed as 'poor entertainment,' 'an attempt to buy the audience,' or 'tending to create family discord and encourage gambling.'

Cannot similar comments be made about soap operas, which admittedly enjoy a wide popularity with women listeners? If soap operas are outlawed, would this be an arbitrary and capricious action?

If FCC decides that giveaways are contrary to public interest, the article says, "this decision can also be based upon the argument that giveaway programs consist of the same elements which have led legislators in the past to prohibit 'gambling activities.' . . . Although the money giveaway show may not meet the tailored description of a lottery in the traditional sense, certainly the same appeal is made to the human desire 'to get something for nothing'."

The right of the courts to reverse arbitrary and capricious FCC actions appears to be a reasonable safeguard against administrative abuse of power, Mr. Marks asserts. Thus far, he notes, "the actions of the FCC have been regarded by the courts and the public as within the realm of reasonable discretion." He continues:

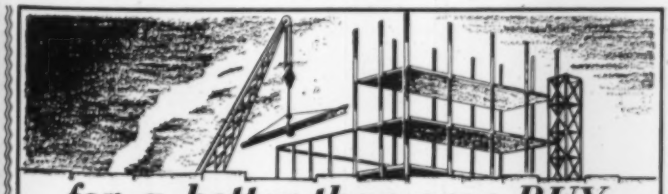
If a similar exercise of administrative discretion results in outlawing the radio giveaway as contrary to public interest, certainly the courts would give great weight to the administrative experience to which the Commission can point in interpreting 'public interest, convenience and necessity.'"

Mr. Marks feels that "a sizable segment" of listeners object to "the low level of entertainment which these [giveaway] lures provide," despite their generally high Hooperatings. He notes that the industry itself, through the NAB Code, is on record against programs designed to "buy" audiences. But, he adds, because the Code "cannot be enforced by legal sanction, it appears that voluntary industry action will not solve the problem."

Voice Personnel

STATE DEPT.'s International Broadcasting Division has moved some of its Washington Voice of America personnel and office facilities from the old War Manpower Bldg., 1778 Pennsylvania Ave., to its new North Penthouse location in the Interior Dept. Bldg. Only remaining radio personnel at former location are those concerned with high frequency matters. Those included in the move were Morton Glatzer, acting assistant chief in charge of IBD Washington, and Barbara Pryor, special assistant to the IBD chief.

WSPB Sarasota, Fla., has been awarded American Legion National Radio Citation for public service in Florida.



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IN OHIO'S THIRD MARKET
NOW UNDER CONSTRUCTION

5,000 w AM 50,000 w FM
1390 KC 105.1 MC

WFMJ
BASIC ABC FOR YOUNGSTOWN
ASK HEADLEY REED

Walker's Crusade

CRUSADE by WEBR Buffalo's Georgie Walker to eliminate luxury taxes is gaining momentum in the Buffalo area. Station reports Reps. Chester C. Gorski (D-N. Y.) and William L. Pfeiffer (R-N. Y.) have sent word to Mr. Walker, WEBR disc jockey, that they are in favor of his drive and will support a bill introduced in Congress to banish the luxury taxes. Mr. Walker started his campaign early last month on his *T.N.T. Show*, aired Monday through Saturday, 7-10 a.m.

RADIO CENTER

KFYR Opens New Studios

ELABORATE three-day ceremonies hailed the opening of the new $400,000 Radio Center studios of KFYR Bismarck, N. D., last Thursday. Ceremonies were to have concluded Saturday, according to F. E. Fitzsimonds, KFYR general manager.

Mr. Fitzsimonds

During the opening celebration, Bismarck merchants donated merchandise prizes ranging from auto accessories to electric stoves and console radios. Free dances on each of the three nights and a stage show, with NBC Announcer Bob Murphy as m.c., were presented by the station. List of dignitaries was headed by Judge James Morris of North Dakota Supreme Court.

The two-story Center contains four studios, including a 110-seat auditorium, and rooms for news, recording and auditions. Special feature is a "speaker's" studio, designed like a living room to put speakers at ease. Control room is built to give easy access and visibility into the four main studios, with wood surfaces finished in limed oak. Another feature is a program schedule board which travels electrically, at the push of a button, from offices of commercial manager to program director. Board was designed by program, commercial and engineering departments.

The main auditorium has an expandable stage to accommodate large or small groups of performers, with the front of the stage mounted on rubber-tire wheels. Special floor sections are inserted when the front section is moved forward.

RADIO SHACK Corp., Boston, has issued, free, its 1949 catalog of electronics equipment. Catalog may be obtained by writing corporation at 167 N. Washington St., Boston 10.

CENSUS MEASURE

House Gets Non-Radio Bill

LEGISLATION directing a national census of housing in 1950, as part of the population inquiry of the decennial census, has been reported to the House with amendments by the Post Office and Civil Service Committee. The bill (HR 2203) provides for statistics on number, geographical distribution and characteristics of housing units, but does not include provision for AM-FM-TV sets under utilities and equipment.

A separate bill, authorizing census of broadcast receiving sets and authored by Rep. James Dolliver (R-Iowa), was introduced last January but still pends in the same committee, with no prospect of early action. AM-FM-TV sets would be included as part of the 1950 and subsequent decennial census, to provide data on the number and geographical distribution of sets in the U. S. NAB has already urged inclusion of the question of radio ownership in any 1950 census count [BROADCASTING, April 4].

JACK BRADLEY, sports director of WSAZ Huntington, W. Va., was awarded a plaque and scroll at West Virginia's state high school basketball tournament luncheon for "sportscaster who made the greatest contribution to the promotion of sports in the state" during 1948-49 season.

FINDIN' IT HARD TO DECIDE (Ky.)?

If you're wavering and vacillating about buying radio coverage in Decide (Ky.), better stop fretting and *choose up with WAVE!*

WAVE made up its mind, long ago, to throw everything we've got at the Louisville Trading Area. We broadcast *exclusively* to these 27 choice counties. Thus we can't promise you much in the back country, but we *do* give you Kentucky's greatest metropolitan area, where the standard of living is 46% higher than in the rest of our State.

So don't get schizophrenic from indecision. Get *decisive*, and get *results*, with WAVE!

LOUISVILLE'S WAVE
NBC AFFILIATE . . 5000 WATTS . . 970 KC
FREE & PETERS, INC.
National Representatives

Allied Arts

SESAC Inc., New York, has announced production of 39-week series of scripts devoted to American folk music for its subscribers. Firm also announced it is making permanent its experiment of producing holiday and special occasion scripts.

JOHN DUDLEY has joined National Patent Council, Chicago, as radio director after working as copy chief at KHAS Hastings, Neb.

CHARLES MICHELSON Inc., New York, has announced that WVNJ Newark, N. J., has purchased its *The Sealed Book*, *The Avenger* and *Adventures by Morse*, transcribed mystery shows.

MILTON S. WOLKEN and **ERNEST P. BALDWIN**, resident managers in Chicago and New York of Storadio Adv. Co, national representative for point-of-purchase broadcasting, have resigned, effective immediately. No future plans were announced.

DR. ALFRED T. DeGROOT, dean of Chapman College, Los Angeles, has announced that college's summer school will offer a television workshop, Speech 140, to be taught by **LINDEN LEAVITT Jr.** of Leavitt & McGurk Television Productions.

Equipment

CHARLES E. WILSON, president of General Electric Co., received Bill of Rights Award of American Veterans Committee (AVC) at third annual Bill of Rights banquet of AVC's Washington Press-Radio Wing, on April 30. Mr. Wilson delivered main address at banquet.

S. M. FASSLER has been appointed manager of advertising and sales promotion for Receiver Div., General Electric Co.'s Electronics Dept., Syracuse, N. Y.

HARRY SHOOER has been named to head sales for Nassau and Queens County, N. Y., for Andrea Radio Corp., Long Island City, N. Y.

ARTHUR B. GOETZE, acting works manager of Western Electric Co.'s Tonawanda Plant, Buffalo, N. Y., 42d St. Shops, New York and Allentown Plant, Allentown, Pa., has been appointed works manager. He replaces **WILLIAM K. WIGGINS** who will retire at expiration of his present disability leave. Mr. Goetze has also been appointed acting works manager of Point Breeze Works, Baltimore, Md., temporarily replacing **JOHN R. SHEA**, on leave of absonce because of illness.

LESTER T. GATES, formerly supervisor of radar installations, has been promoted to general service manager of Radiomarine Corp. of America, a service of RCA.

JOHN MECK INDUSTRIES Inc., Plymouth, Ind., has announced production of three speed record player.

WESTINGHOUSE HOME RADIO Div., Sunbury, Pa., has announced expansion of production on all-service TV consoles. New receivers, models 217 and 207, have AM-FM radios, automatic record changers which play all types of records, in addition to 72 sq. in. and 52 sq. in. TV screens, respectively.

MISSOURI HONORS
For Davis, Knight, Johnson

ELMER DAVIS, ABC commentator; John S. Knight, head of the Knight radio and newspaper interests, and Alfonso Johnson, executive secretary of the Southwestern Assn. of Advertising Agencies, will receive individual awards for distinguished service in journalism from the U. of Missouri next Friday.

Similar awards will go to the Memphis *Commercial Appeal*, published by the Memphis Publishing Co., licensee of WMC Memphis, and to the *Saturday Evening Post*.

The awards will be presented by the university's School of Journalism as a feature of its 40th annual Journalism Week May 3-7. Dr. Frank Luther Mott, School of Journalism dean, will make the presentations. Accepting on behalf of the *Commercial Appeal* will be Frank R. Ahlgren, editor.

Mr. Davis will receive a citation recognizing "his notable career as newspaper man, author and magazinist; his distinguished service to the country as director of the Office of War Information from 1942 to 1945, and his fair and incisive interpretation of the news of the world day by day, which has made him one of the American news analysts most trusted by a vast audience of listeners."

Mr. Knight will be honored for "his sound and intelligent leadership in American journalism, as shown during his presidency of the American Society of Newspaper Editors and his liaison work in England during the war, and his outstanding performance as editor and publisher of great metropolitan newspapers devoted to the best standards of the American press."

Mr. Johnson's citation reads as follows: "In recognition of his many services to education for journalism, and training in the advertising field; his career as a high-minded and altruistic journalist, educator, business man, advertising executive, and citizen, and his continuing loyalty to his Alma Mater, who, in turn, is happy to honor him."

The *Commercial Appeal* is to be honored for "its long and proud history as a courageous newspaper. . . . , its notable record of public service, in its 'Plant to Prosper' campaign and in many other projects of wide public benefit, and its greatest achievement — that of being, day in and day out, a good newspaper."

COMMUNICATIONS
Senate Study Meet Held

PROBLEMS of American international and domestic record communications companies, and need for legislation that would permit consolidation in the field, were discussed by a group of company officials and Sen. Ernest W. McFarland (D-Ariz.) in Washington April 22.

Sen. McFarland, chairman of a Senate Interstate & Foreign Commerce subcommittee on radio, telegraph and telephone, said the conference was a preliminary step to a possible study in that field. He had indicated that telegraph matters probably would command the subcommittee's initial consideration [BROADCASTING, April 25]. At the meeting, company representatives were requested to confer among themselves with a view to further discussion with Sen. McFarland. Due to "urgent" legislative business in Congress, however, another conference in the near future was held unlikely.

Meeting with the subcommittee chairman were Brig. Gen. David Sarnoff, chairman of the board of RCA; Gen. William H. Harrison, president of International Telephone & Telegraph Co.; Kenneth Stockton, president of American Cable & Radio Corp.; Gen. Harry C. Ingles, president of RCA Communications Inc.; Walter P. Marshall, president of Western Union Telegraph Co.; Adm. Joseph Redman, vice president of Western Union, and William D. Gailliard Jr., Western Union counsel.

KMBC Kansas City, Mo., carried special broadcast of Kansas City Chamber of Commerce testimonial luncheon for aviation industry.

Technical

WILLIAM F. DRYER, formerly broadcast engineer at KMBC Kansas City Mo.; **HERBERT B. WYERS**, formerly ABC Chicago studio engineer; **FRANCIS M. JOHNSON**, chief engineer, KBUC Corona, Calif., and **RAYMOND L. STROCK**, WEBR Buffalo technician, have joined ABC Hollywood engineering staff.

ORVILLE SATHER, CBS-TV field technical supervisor, has been appointed asistant manager of CBS-TV technical operations. Mr. Sather has been with CBS since 1935, starting as transmitter operator for WCCO Minneapolis, and later moving to New York headquarters.

ALLAN W. HESS, formerly Philco television representative for Gough Industries, Los Angeles (Southern Calif. Philco distributor), has joined KECA-TV Los Angeles as studio-field engineer.

ROBERT B. PARMENTER, formerly with WHAS Louisville, Ky., has been appointed chief engineer of WLRP, CP holder at New Albany, Ind.

ROSS WHITESIDE, formerly chief engineer of CKMO Vancouver, and **ERIC LAVELL**, formerly assistant engineer of CKMO, have joined engineering staff of CBR Vancouver.

HERBERT G. EIDSON Jr., chief engineer of WIS Columbia, S. C., is recuperating from a major operation.

JOAN ROHWER, engineer at KROS Clinton, Iowa, for past two years, has resigned.

BEN ADLER, consulting engineer, has moved his office from 15 Gedney Circle, White Plains, N. Y., to 515 Madison Ave., New York. Telephone PLaza 5-7358.

JACK WILSON, KLAC-TV Hollywood engineer, and **COLLEEN SPROLES** of KNX Hollywood mail department have announced their marriage.

RCA Engineering Products Dept., Camden, N. J., has announced production of new FM-AM Isolation Unit that weighs less than half that of its previous unit of this type.

GENERAL ELECTRIC Co., Schenectady, N. Y., has announced production of long-life miniature tube for mobile communication, aircraft radio equipment, etc.

WESTINGHOUSE ELECTRIC Corp., Pittsburgh, has announced production of new high-voltage selenium rectifier cells designed for dc voltage of 28 volts per cell, with an RMS ac voltage of 33 volts per cell for single-phase bridge circuits.

AIRBORNE INSTRUMENTS LAB. Inc., Mineola, N. Y., is producing new recording instrument for use in determining directional characteristics of radar antennas.

GATES
100% EQUIPMENT SOURCE
Over 5000 items in stock from soldering lugs to 10 KW transmitters A.M. and F.M.
Make Gates your ONE source for all broadcasting equipment needs. Six daily air freight flights serve your emergency needs wherever you may be.
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GATES RADIO COMPANY
QUINCY, ILLINOIS, U. S. A.

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A Service of Radio Corporation of America

The oldest and recognized as one of the leading Radio Schools in America offers its specially trained Radio and Television technicians to the Broadcast Industry. (Our graduates have 1st Class Telephone Licenses.)

We solicit your inquiry.
Address: Placement Manager
RCA INSTITUTES, INC.
350 West 4th St., New York 14, N. Y.

KOWH-KOAD SALE

Storz Seeks Omaha Stations

SALE OF KOWH, Omaha independent, and its FM affiliate, KOAD, by the World Pub. Co. *(Omaha World Herald)* to Mid-Continent Broadcasting Co., a newly-formed company headed by Robert H. Storz, Omaha businessman, was consummated last week subject to customary FCC approval. Transfer application, to be filed with FCC within a fortnight, is expected to show a sales price in the neighborhood of $100,000.

Mr. Storz is vice president and a director of an Omaha brewery, in which he holds 20% interest. He holds 60% in Mid-Continent and is president and director of the corporation. His son Todd, former local sales manager of KFAB Omaha, holds 40% of the broadcasting corporation and is its vice president and secretary and would become general manager of the stations.

The transfer applications are being drawn by Francis X. McDonough of Dow, Lohnes & Albertson, who was in Omaha last week. The applications will specify the present staffs of the stations will remain unchanged under the projected new ownership, with B. C. Corrigan continuing as station manager under the junior Storz.

KOWH was founded in 1922 as WAAW and was acquired by the World Pub. Co. in 1939. The station operates on 660 kc with 500 w daytime. KOAD began operation in 1946 on Channel 225 (92.9 mc) with 70 kw. Book value of the properties, it is understood, is in the neighborhood of $250,000.

BUDGET BILLS

House Hearings Deferred

DATES for hearings on two House-passed bills—one covering appropriations for State and Justice Depts., and the other budgets for independent offices—have been deferred by the Senate Appropriations Committee. Hearings originally were planned for last week.

The former bill, involving funds for State's Voice of America broadcasts, may be considered sometime next week, with date for a hearing expected to be set this Wednesday or Thursday. No consideration has been given to the other measure, which includes appropriations for several independent agencies, among them FCC and FTC. Latter measure provides for increases in commissioners' salaries from $10,000 to $12,000 [BROADCASTING, April 18].

Reaching
4,000,000 PEOPLE
KWKW
Pasadena - Los Angeles

New Business

(Continued from page 15)

ALBERS MILLING Co., Seattle (Friskies canned dog food), April 20 started three weekly sponsorship of *Elmer Peterson Newscasts* on 12 NBC Western stations. Contract is for 52 weeks.

GRUNTAL & Co., New York stock exchange member, sponsoring series of Italian language programs on WHOM New York, offered "in the public interest" to enlighten foreign-language listeners on stock market operations.

SANTA CLARA COUNTY MEDICAL SOCIETY appoints Benet Hanau & Assoc., San Jose, Calif., to handle advertising. Radio will be used.

Network Accounts • • •

JOE LOWE Corp., New York (Popsicles, frozen confection), contracted for first network sponsorship of CBS-TV *Lucky Pup*, puppet show. Firm to sponsor Monday broadcasts in 28 cities, coast to coast, effective today, May 2. Tuesday, Thursday and Friday telecasts of show have been sponsored on WCBS-TV New York only, since March 29. Agency: Blaine-Thompson Co., New York.

PAL BLADE Co., New York, through Al Paul Lefton Co., New York, May 5 starts sponsorship of *The Story of the Week* on ABC-TV. Five-minute video film of news highlights of week is scheduled for Thursdays, 9:25-9:30 p.m., and is set to follow projected Time Inc. sponsorship of *Crusade in Europe* [BROADCASTING, April 18], expected to start on same date.

BONAFIDE MILLS Inc., New York, replaced its *Stop Me If You've Heard This One* April 29 on NBC-TV with show starring comedian Benny Rubin. Agency: S. R. Leon & Son, New York.

LUTHERAN LAYMEN'S LEAGUE, St. Louis, contemplating half-hour telecast of its MBS *Lutheran Hour* on CBS next fall. Decision expected at summer convention in California.

TONI Co., Chicago, chose *That Wonderful Man*, original situation comedy show, for its CBS-TV slot Thursdays, 9-9:30 p.m. EST. Program, originating in New York June 2, will be produced by Charles Irving of Charles Irving Productions, New York, who handles firm's AM show on CBS, *This Is Nora Drake*, and supervised by Roger Pryor of Foote, Cone & Belding, also New York. Plan is to develop a male star with appeal for women customers of Toni's permanent and shampoo. Firm is conducting talent search for the star, who need not have a "name."

PURE OIL Co., Chicago, renews its news program on NBC (Mon.-Fri., 6:45 p.m. CST) for 52 weeks. When new schedule begins today (May 2), company will enter its 10th year of sponsorship on network. Agency: Leo Burnett Co., Chicago.

WILLARD BROWN

Named to New GF Post

WILLARD P. BROWN Jr., former assistant to the production manager in the Maxwell House division, has been appointed assistant to Howard M. Chapin, director of advertising, General Foods Corp.

Mr. Brown, who joined GF in 1942, served two years with the Franklin Baker division. Later he was made head of the methods and standards department of Maxwell House in Hoboken, becoming assistant to the production manager in 1947. Before joining GF he was with the Royce Chemical Co. and the Frosted Food Sales Corp.

Mr. Brown replaces Benjamin F. Grogan, who has been promoted to sales and advertising assistant, Walter Baker division, Dorchester, Mass. Mr. Grogan was formerly assistant advertising manager of the Post Cereals division. Replacing Mr. Brown is Charles Overbeck, who has temporarily transferred from his present job as assistant plant manager at Maxwell House.

CAB CONVENTION

Stress Sales at June Meet

EMPHASIS on selling the medium will have a place at most panel discussions to be held during the 15th annual meeting of the Canadian Assn. of Broadcasters, June 13-16, at the Algonquin Hotel, St. Andrews-by-the-Sea, N. B. Tentative agenda includes various panels on selling the radio medium, selling selective or spot radio, programming, and business sessions on submissions to the Parliamentary Radio Committee and the Royal Commission on Radio and Television.

This will be the first convention of the CAB to be held in the Atlantic Coast provinces of Canada.

OZZIE, HARRIET

Rift With Silver Co.

FIVE year romance between International Silver Co., Meriden, Conn., and Ozzie and Harriet Nelson, is heading for the rocks, according to the sponsor's agency, Young & Rubicam, New York. Immediate cause of the rift, agency spokesman reported, is that the sponsor offered Mr. Nelson, who owns the package, a straight one-year contract, while Mr. Nelson is holding out for a five-year pact.

The highly Hooperated program, it was learned, "just didn't sell any silver," but the sponsor fulfilled its original five year agreement (with year to year option). Mr. Nelson wants contract without option.

Last broadcast of *The Adventures of Ozzie and Harriet* will be aired on CBS Sunday, June 26, 6:30-7 p.m., after which the program will take its annual summer hiatus. Whether Mr. Nelson will settle for the one-year pact offered by International, or sign with another sponsor for the fall —several of which it was learned here approached him—will not be known until after May 31. At that time, it is understood, Mr. Nelson's present contract with the William Morris Agency expires, and he will be able to act as his own agent, thereby saving the usual commission.

It is not known at present whether International Silver will sponsor any show should Mr. Nelson stick to his five-year guns.

CBS, which recently wooed the program away from NBC to fill the valuable half-hour period preceding the Jack Benny show, said that another sponsor for the program is expected to be found very shortly.

In Milwaukee it's
WMLO
One of America's Great Independents

ANTI-CLEAR BILL

Would Threaten Rural Service, Quaal Says

RESIDENTS of rural areas and small towns face "a loss or serious impairment" of their radio service unless action is taken to defeat current legislation pending in Congress, Ward Quaal, newly-appointed director of Clear Channel Broadcasting Service, has declared.

Mr. Quaal's observations were contained in an article written for the *Mining Journal*, Marquette, Mich., and drew the endorsement of Rep. John B. Bennett (R-Mich.), member of Interstate & Foreign Commerce Committee now studying the measure (S 491). Congressman Bennett inserted the piece in the *Congressional Record* three days after Mr. Quaal assumed his new post. He had been acting director to CCBS.

"Farmers have failed to give more than passing notice to a U. S. Senate bill which, if it became law, would deprive them of much of the service they presently receive," Mr. Quaal observed. He referred to explosive legislation authored by Sen. Edwin C. Johnson (D-Col.), who heads the committee.

Citing FCC Chairman Wayne Coy's statement last January that "some 20 millions of . . . people have never had adequate radio service," Mr. Quaal asserted the "only effective way to remedy this defect" is by "retaining . . . and permitting, indeed requiring, clear channel stations to increase their power so as to provide the sort of signal that is necessary for improved service." He termed the need "imperative" despite periodic "bitter attacks by certain interests."

The importance of "local appeal" to the listener—"a loyalty which cannot be severed merely by the signal strength of a distant station"—also was noted by the CCBS director in terms of considering the local advertiser's need.

Two greatest dangers inherent in the bill, which would require duplication of stations on clear channels, would be interference leading to deterioration of remote area service, and limitation of power to 50 kw, "thus foreclosing any reasonable possibility of improving the present inadequate service," according to the CCBS director.

Operation by Mexican stations in excess of 50 kw and a breakdown of U. S. clear channels would "sacrifice the exclusive use of ours to other North American nations," Mr. Quaal stated.

RMA CONVENTION

To Mark 25th Year

TWENTY-FIFTH anniversary will be celebrated May 19 by Radio Mfrs. Assn. with a four-day convention and get-together at the Stevens Hotel, Chicago.

The anniversary angle will dominate the convention this year, though usual business meetings are scheduled. The silver anniversary is to be held coincident with the annual Radio Parts Industry Trade Show.

Sponsoring the show is Radio Parts & Electronic Equipment Shows Inc.; Assn. of Electronic Parts & Equipment Mfrs.; Sales Managers Club, Eastern Group; National Electronic Distributors Assn.; West Coast Electronic Mfrs. Assn., and RMA.

Attendance of at least 2,000 is forecast at the convention. A special train will be run from New York. New feature is a golf tournament to be held May 20 at Olympic Fields Golf Club. The banquet will be held May 19. Business sessions include the annual membership luncheon May 19, board meetings and election of officers. Sen. Homer E. Capehart (R-Ind.), a pioneer radio manufacturer, will address the membership luncheon.

RMA's advertising committee, headed by Stanley H. Manson, Stromberg-Carlson Co., will consider plans for the 1949 Voice of Democracy contest sponsored jointly with NAB and the U. S. Junior Chamber of Commerce. NAB has appropriated $7,500 for the contest if the other two organizations match the sum.

'Red Feather' Series

OPEN END transcriptions in the 1949 series, *Further Adventures of the Red Feather Man*, are being produced by Community Chests and Councils of America, for local station use. Identification with each city's Chest and local agencies will be provided by stations carrying the series during the annual October Red Feather campaign.

AT&T STATEMENT

Debentures To Be Offered

REGISTRATION statement covering $400 million worth of debentures to be offered to capital stockholders of American Telephone & Telegraph Co., New York, has been filed with Securities and Exchange Commission. Company would offer them at $100 for each $100 principal amount, with stockholders entitled to subscribe to one for each six shares of capital stock held on May 6. Offering would not be underwritten, according to the statement.

AT&T said proceeds of the sale will be used for advances to subsidiaries and associated companies; for additions and improvements to its telephone plant; for purchase of stock offered for subscription, and for general corporate purposes. Debentures are convertible into capital stock at $130 per share from Sept. 1, 1949, to June 19, 1951, and $140 thereafter. Initial redemption price of debentures is 106% of principal amount plus interest.

Storecasting Deal

STORECASTING is expected to invade Pittsburgh very shortly, with negotiations in progress between Storecast Corp., New York, the city's FM stations and 125 stores representing three chain organizations. Deal is expected to close very shortly and detailed announcement will be forthcoming.

ELECTRONIC BOOK

Zworykin, Ramberg Authors

PHOTOELECTRICITY AND ITS APPLICATION. By V. K. Zworykin and E. G. Ramberg. 494 pp. New York: John Wiley & Son Inc. $7.50.

THIS new volume replaces the second edition of *Photocells and Their Application*, written in 1934 by Dr. V. K. Zworykin, RCA director of electronic research and vice president and technical consultant, and Dr. E. G. Ramberg, research physicist at RCA Labs Division, Princeton, N.J. The purpose of this book, as of the older book, the preface states, "is to familiarize the reader with the properties, preparation and use of photoelectric devices," and to furnish data on the latest developments in the field, including the image tube and electronic TV.

The book is divided into two equal parts. The first 11 chapters deal with the principles and preparation of photosensitive devices, and the remainder of the book with their application. Television and facsimile receive individual attention as direct outgrowths of the photoelectric art, with two chapters devoted exclusively to these media and other chapters touching on the subject.

Burton Phones Clancy

DUBLIN, Ireland, has many families by the name of Clancy, but Bob Burton, WEEK Peoria disc m.c., had difficulty reaching any of them (via telephone recorder connector) April 18. The occasion was the birth of the Republic of Ireland, and Mr. Burton, having played the "Clancy Lowered the Boom" record on his *That Burton Thing* show, tried to establish contact with the first Clancy in the Dublin phonebook. One Clancy had moved, another wasn't at home. On the third try Mr. Burton reached Basil Clancy, a publisher, who said he'd never heard "Clancy Lowered the Boom" but would be happy to print a story about Mr. Burton's call.

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Radio Consultants
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Promotion

ELMITT EASTCOTT, program director of KGFJ Los Angeles for past two years, has joined ABC Western Division as director of broadcast promotion, serving under **NORMAN NELSON,** promotion manager.

JOHN VRBA, formerly copy contact man for Abbott Kimball Co., Los Angeles, has joined KTTV (TV) Hollywood as promotion director. With Abbott Kimball Co. he worked on the Capitol Records and Capitol Transcriptions account as well as Packard Bell radio. Before joining the agency in May 1948, he had operated his own agency for 18 months.

Mr. Vrba

SUE CLARK CHADWICK, publicist on NBC *Truth or Consequences,* is the mother of a boy.

ROBERT PATT, advertising and sales promotion manager for WCBS New York, is the father of a girl, Christy.

Write Your Own Commercials

LISTENERS to Ruth Welles KYW Philadelphia *Home Forum* are being invited to write their own radio commercials. Weekly contest offers prizes of $25, $15 and $10 for best three commercials submitted. Grand prize to be awarded at completion of the contest is $100. Mrs. Schlorer's Inc., maker of mayonnaise and other food products, is conducting stunt. Copy in behalf of Mrs. Schlorer's is limited to 100 words.

Boston's Response

TWO mail audience studies have been distributed by WCOP (ABC) Boston to local and New England advertisers and agencies. Studies indicate response received in distribution of tickets for Boston origination of *America's Town Meeting of the Air* (ABC), and receipt of letters resulting from offer on the *Let's Have Fun* children's program.

First Words—Last Words

FIRST and last public words on one of seventy-odd "Week-Ends With Music," tendered to outstanding music students of nation's high schools by Standard Oil Co. of New Jersey in conjunction with its New York Philharmonic Society series over CBS, went to WHOL, CBS outlet in Allentown, Pa. First word was given in special announcement over station when selection of Nancy Weitknecht to represent city on April 10 program became final. Last word was aired when Bill Ryan interviewed Nancy on his *School's Out* program. Nancy was royally feted by her city, and publicity program under direction of WHOL's Bob Glover received full local newspaper and radio support.

Beauty Contest

LATEST promotion piece for WWDC-AM-FM Washington is its release stating station will again sponsor Miss Greater Washington contest for 1949. Release begins with definition of "Beauty" as "abridged from an unabridged Webster's New International Dictionary, second edition. . . ." Following this are rules for contest, and some details on what the winner will receive if she is elected Miss America.

Promotion Tie-in

BROADCAST of *One Great Hour* on three major networks for benefit of world relief was occasion for heavy promotion effort by WPAY-AM-FM Portsmouth, Ohio. Station sent postcard notices to 380 ministers and churches in surrounding areas; aired 20 promotions about program and headlined it on its weekly church news broadcast. Portsmouth *Times* church news page carried reference to broadcast of *One Great Hour* as its lead item, listing WPAY as station for Portsmouth listeners. And two days before program was aired, number of Portsmouth business concerns sponsored full-page community ad for show, with WPAY listed as station for local listeners.

WPEN Sales Message

LATEST SALES message by WPEN Philadelphia depicts Fred Bennett standing at microphone flanked by Prof. Muchmore and Frederique Benet, while carpenter in colonial garb fixes an overhead lamp. Message states: "A Sight For Sore Eyes . . . that's what Philadelphians said in 1756 when the street light was first introduced by Benjamin Franklin. 'A Treat For Tired Ears And Jaded Radio Appetites,' is what the modern Philadelphian says today about *The Fred Bennett Show* on WPEN, 8:00 a.m. to 9:00 a.m. every day . . . And why not? . . . What A Show!!! What An Audience For Your Sales Messages In The Great Philadelphia Market."

Satisfaction Pays

BELIEVING that satisfied client is best salesman, Robert S. Keller Inc., sales promotion firm, has issued new promotion piece featuring letterheads of its station clients and inviting those interested to "Check with our stations —they know!" Front panel features photograph of Bob Keller with handwritten suggestion, "Don't take my word for it—I'm prejudiced." Back panel lists the several services available on a "handshake retainer-fee basis."

MBS Fact-Finder

FOUR-page MBS folder titled "Hunting for facts that will help you—get more for your advertising dollar?" outlines facts about network's facilities, coverage, distribution of power, programs and its "flexibility" in special marketing problems. Folder is illustrated in cartoonist fashion.

Viewed in Comfort

NEW twist for covering baseball occurred when KPIX (TV) San Francisco invited Floyd "Bucky" Walter, baseball writer for San Francisco *News,* to cover first game of season—"and the first game to be televised in Northern California," in KPIX studios. An armchair, beer and cigars were placed for his comfort, before a receiver. Mr. Walter's story in *News* included two-column halftone of himself before receiver, under full page banner: "Video Proves New Boon to Armchair Baseball Strategists."

WPTL 'Newscast'

VOLUME I of the WPTL (FM) Providence, R. I. *Newscast* has been mailed to more than 30,000 persons in the area. The four-page mimeographed sheet, containing station news items and personality notes, will be mailed monthly.

'Student Day'

STUDENTS took over WVOS Liberty, N. Y., on April 19 when station inaugurated its first "Student Day." They broadcast from sign-on until midnight. Students were selected by competitive auditions, and sponsors were notified of WVOS new "staff." Success of its first "Student Day" has prompted WVOS to offer similar opportunities in succeeding weeks to other major communities in its primary broadcast area.

CKNW Salutes Newfoundland

CKNW New Westminster, B. C., has developed a promotion piece built around entry of Newfoundland into the Dominion of Canada. Piece includes envelope bearing first issue stamp commemorating the event and continuous Elliott-Haynes survey showing CKNW as "still second station in Vancouver."

FOR SOME INTERESTING INFORMATION ON RADIO IN IOWA, PLEASE SEE PAGE 29 OF THIS ISSUE

Send Me

BROADCASTING Telecasting

The Newsweekly of Radio-TV

NAME

ADDRESS

CITY ZONE STATE

ONE YEAR AT $7.00
TWO YEARS AT $12.00

I Enclose $_____

Please Bill Me ☐

mail to BROADCASTING Telecasting
870 Nat'l Press Bldg., Wash., D. C.

KGW and KGW-FM
PORTLAND, OREGON
COMPLETE SCHEDULE
SIMULTANEOUS SERVICE
REPRESENTED NATIONALLY
BY EDWARD PETRY & CO.
NBC AFFILIATE

4-A ELECTIONS

Eleven Local Chapters Name Officers

OFFICERS and governors have been elected at 11 local chapters of the American Assn. of Advertising Agencies and were announced last week by AAAA headquarters, New York. New officers of the group's six sectional councils were announced last week. [BROADCASTING, April 25].

The boards of governors of the AAAA chapters are as follows:

CHESAPEAKE CHAPTER: Chairman, Theodore A. Newhoff of Theodore A. Newhoff Advertising Agency, Baltimore; vice chairman, Sidney Levyne of the S. A. Levyne Co., Baltimore; secretary-treasurer, Fred J. Hatch of MacManus, John & Adams Inc., Baltimore.

Other governors: Joseph Katz of the The Joseph Katz Co., Baltimore; Wilbur Wansant of Wansant, Dugdale & Co., Baltimore.

CLEVELAND CHAPTER: Chairman, Frank Otte of Fuller & Smith & Ross Inc., Cleveland; vice chairman, Howard Meermans of Meermans Inc., Cleveland; secretary-treasurer, H. D. Falls of the Bayless-Keer Co., Cleveland.

Other governors: Kenneth W. Akers of the Griswold-Eschleman Co., Cleveland; R. G. Simmons of Meldrum & Fewsmith, Cleveland.

SOUTHERN OHIO CHAPTER: Chairman, Carter B. Helton of Kircher, Helton & Collett Inc., Dayton; vice chairman, Herman H. Hutzler of Hutzler Advertising Agency Inc., Dayton; secretary-treasurer, William Z. Burkhart of Stockton, West, Burkhart Inc., Cincinnati.

Other governors: Don Kemper of Don Kemper Co. Inc., Dayton; E. G. Forst of Geyer, Newell & Ganger Inc., Dayton.

PITTSBURGH CHAPTER: Chairman, Edward H. Sykes of Sykes Advertising Inc., Pittsburgh; vice chairman, H. B. Peebles of the Albert P. Hill Co., Pittsburgh; secretary-treasurer, Richard W. Cooper of Sykes Advertising Inc., Pittsburgh.

Other governors: James Holding Jr. of BBDO, Pittsburgh; Emil Hofsoos of Ketchum, MacLeod & Grove Inc., Pittsburgh.

TWIN CITY CHAPTER: Chairman, Raymond C. Jenkins of Erwin, Wasey & Co. Inc., Minneapolis; vice chairman, E. A. Cashin of BBDO, Minneapolis; secretary-treasurer, Luther Weaver of Luther Weaver & Assoc., St. Paul.

Other governors: C. L. Greenwood of Knox Reeves Advertising Inc., St. Paul; John T. Foley of Olmstead & Foley, Minneapolis.

ST. LOUIS CHAPTER: Chairman, Oakleigh R. French of Oakleigh R. French & Assoc., St. Louis; vice chairman, James Wilson of D'Arcy Advertising Co., St. Louis; secretary-treasurer, Frank Watts of Watts Adv. Co., St. Louis.

SOUTHEAST CHAPTER: Chairman, Monty Mann of Tracy-Locke Co. Inc., Dallas; vice chairman, Thomas F. Conroy of Thomas F. Conroy Inc., San Antonio; secretary-treasurer, John Stewart of Glenn Advertising Inc., Forth Worth.

Other governors: Dan White of Dan White & Assoc., El Paso; Harold Halsell of Erwin, Wasey & Co. of the South, Oklahoma City; J. B. Wilkinson of Wilkinson, Schiwetz & Tips Inc., Houston; (another governor to be elected).

WASHINGTON CHAPTER: Chairman, Don Madden of Honig-Cooper Co., Seattle; vice chairman, Harry Pearson of Harry S. Pearson & R. E. Morgan Advertising Seattle; secretary-treasurer, Sidny Copeland of Mac Wilkins, Cole & Weber, Seattle;

Other governors: Roscoe Smith of the Comdon Co. Inc., Tacoma; H. O. Stone of Pacific National Agency, Seattle; E. K. Grady of J. Walter Thompson Co., Seattle.

OREGON CHAPTER: Chairman, Charles H. Devlin of Joseph R. Gerber Co., Portland; vice chairman, Leith Abbott of Foote, Cone & Belding, Portland; secretary-treasurer, Milton Foland of Pacific National Advertising Agency, Portland.

Other governors: Harry Burton of McCann-Erickson Inc., Portland; Wayne Leland of House & Leland, Portland.

NORTHERN CALIFORNIA CHAPTER: Chairman: Henry Kriéger of Honig-Cooper Co., San Francisco; vice chairman, Ford Sibley of Foote, Cone & Belding, San Francisco; secretary-treasurer, Ross Ryder of Ryder & Ingram Ltd., Oakland.

Other governors: Harrison McClung of J. Walter Thompson Co., San Francisco; Edward A. Merrill Jr. of Young & Rubicam Inc., San Francisco.

SOUTHERN CALIFORNIA CHAPTER: Chairman: Gene Duckwall of Foote, Cone & Belding, Los Angeles; vice chairman, Robert B. Shirey of J. Walter Thompson Co., Los Angeles; secretary-treasurer, Charles John Hawkins of Barnes Chase Co., Los Angeles.

Other governors: Gayb Little of Little & Co., Los Angeles; Charles Levitt of Smalley, Levitt & Smith Inc., Los Angeles.

It's No Bull!

. . . when we say there's enough cows in Crawford County to make it THE leading dairy producing county in Pennsylvania. And Mr. Advertiser, now's the time to get your share of the CREAM! ($22,000,000 in retail sales in Meadville alone.) And too, don't forget for one minute: We not only broadcast your shows . . . we promote them.

WMGW

Studios & Offices—First Nat'l Bank Bldg.
Meadville, Pa.

Good Neighbor Award is presented by Joe L. Smith Jr. (r), WKNA president, to West Virginia's governor, Okey L. Patterson (center), and Mayor Andrews. ⟶

CBA CONVENTION

July Meet at South Bend

THIRD annual convention of the Catholic Broadcasters Assn. will be held July 29-30 at the U. of Notre Dame, South Bend, Ind., Rt. Rev. Msgr. Francis X. Sallaway, CBA chairman, announced last week. Broadcasters from the U. S. and Canada will attend the convention.

Opening session will be held Friday night, July 29, and Saturday will be devoted to panel and workshops on problems faced by Catholics producing their own religious programs. High priority will go to dramatic programming, according to Msgr. Sallaway, with television running a close second. Representatives from commercial radio will assist with the workshop, Msgr. Sallaway said, along with outstanding broadcasters in the Catholic field. CBA headquarters are in Wilmington, Del., P. O. Box 1573.

Catholic Broadcasters

MIDDLE Atlantic regional meeting of Catholic Broadcasters was held April 30 at Seton Hall College, South Orange, N. J. Program was devoted to talks and discussions of religion in radio. Joseph F. Keating, assistant commercial program supervisor of MBS, spoke on "Religious Broadcasts and the Networks."

GOOD NEIGHBOR

WKNA Turns Award Into Sale

AN ABC promotion gimmick—the Good Neighbor Award on *Breakfast in Hollywood*—was built into a city-wide observance last month by WKNA Charleston, W. Va. Promotion resulted in much publicity for the station and the sale of the ABC co-op program in that market, WKNA reports.

When the citizens of Charleston collected over $107,000 for a relief fund to provide for families of seven firemen killed in a March fire disaster, WKNA decided the project should have some recognition. The station contacted Carl Webster Pierce, producer of *Breakfast in Hollywood*, and suggested that the civic action merited the program's Good Neighbor Award. Mr. Pierce agreed. WKNA Promotion Manager Jim van Sickle arranged with the West Virginia Safety and Health Council to co-sponsor a city-wide memorial service and Mayor R. Carl Andrews proclaimed the day Fire and Accident Memorial Day.

WKNA promoted the event on the air, in the local papers and at public meetings. Award was presented to the mayor and governor at special ceremonies, which WKNA broadcast from a local auditorium. As a result of the event, the Bluefield Supply Co., West Virginia distributor of Hotpoint appliances, signed with WKNA to sponsor *Breakfast in Hollywood* in that area.

KEITH KERBY

Leaving KSFO-KPIX June 1

KEITH KERBY, program director of KSFO and KPIX (TV) San Francisco and connected with Associated Broadcasters, licensee, for the past 12 years, will resign effective June 1. He plans to go into production and marketing of television package shows.

Bill Baldwin, announcer, actor, writer and special features director at KSFO-KPIX, also plans to resign on that date, leaving for Hollywood to handle both radio and movie work.

Mr. Kerby went to KSFO from KOIN Portland in 1937. He worked as an announcer and special events man until 1939 when Associated Broadcasters bought KROW Oakland and transferred him there as assistant manager. During the war he covered the Pacific for ABC, and returning to the states, joined KGO San Francisco as actor and announcer. In 1946, Mr. Kerby returned to KSFO as program director. Last December, when KPIX began operation, he assumed duties covering radio and television productions.

DAILY and Weekly Telenews-INS newsreels have been placed on WJBK-TV Detroit. Ohio Oil Co. is sponsoring the daily newsreel on WHIO-TV Dayton.

AUTHORIZATIONS

FCC Cancels 15 FM, 7 AM

SEVEN AM and 15 FM authorizations were deleted by FCC last week to bring total drop outs to date this year to 15 for AM and 82 for FM.

KABR Aberdeen, S. D., turned in its license because of economic factors, the Commission was informed [BROADCASTING, March 14, 28]. KROM Pueblo, Col., whose license also was deleted at station's request, reported the station's directors had voted to dissolve the corporation.

WNCA Asheville, N. C., gave no reason for turning in its license but said it was the only profitable operation to do so [BROADCASTING, March 7].

Three AM outlets of William Solon Snowden, oil producer and television applicant, were deleted by FCC for failure to prosecute construction permits. These were KSWN Winfield, Kan., KDXJ Jennings, La., and KCUI Midland, Tex. WGNE Greenville, N. C., was dropped when its owners took over operation of WGTC there [BROADCASTING, March 28].

Of the 15 FM permits cancelled last week by the Commission, 13 were for failure to prosecute. WCTF (FM) Chicago requested withdrawal stating that due to circumstances beyond its control it was unable to proceed. WSFA-FM Montgomery, Ala., stated it has not been able to develop FM revenue and declining revenues in present AM operation brought decision to withdraw.

Following FM permits were cancelled for failure to prosecute:

WTNB-FM Pilot Broadcasting Co., Birmingham, Ala.; KWEM-FM West Memphis Broadcasting Corp., West Memphis, Ark.; WBTC Harry F. Guggenheim, Bridgeport, Conn.; WDFM Wolverine State Broadcasting Service Inc., Detroit; KVAI-FM Plains Empire Broadcasting Co., Amarillo, Tex.; KFMP Red Wing Broadcasting Co., Red Wing, Minn.; WHKR Harry L. Crisp, Marion, Ill.; KVOM Madera Broadcasting Co., Madera, Calif.; WANQ American Quartz Labs, Inc., Camden, N. J.; WYON American Quartz Labs Inc., Yonkers, N. Y.; WKRZ-FM WKRZ Inc., Pittsburgh; KFMU Denny Park Lutheran Church, Seattle, Wash.

Details of AM deletions:

WGNE Greenville, N. C.—Carolina Broadcasting System Inc., CP, April 1. Owners acquired WGTC there.

KROM Pueblo, Col.—Rocky Mountain Broadcasting Co., license, April 14. No reason.

WNCA Asheville, N. C.—Community Broadcasting Co., license, April 12. No reason.

KABR Aberdeen, S. D.—Aberdeen Broadcast Co., license, March 31. Economic.

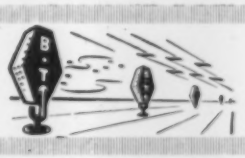
KSWN Winfield, Kan.—Snowden Radio Enterprises, CP, April 28. Failure to prosecute.

KDXJ Jennings, La.—Snowden Radio Enterprises, CP, April 28. Failure to prosecute.

KCUI Midland, Tex.—Snowden Radio Enterprises, CP, April 28. Failure to prosecute.

OFFICIALS of WHO Des Moines, which celebrated its 25th anniversary April 10 are (l to r) William D. Wagner, secretary; D. D. Palmer, vice president-treasurer; Col. B. J. Palmer, president; Ralph Evans, executive vice president; Paul A. Loyet, vice president and resident manager; Dr. Herbert Hender, board member.

Milestones



► WHO Des Moines, which celebrated its silver anniversary on April 10, is one of radio's pioneer stations. Station was established in 1924 by Bankers Life Co., a life insurance firm, with power of 500 w on 570 kc. Power was increased to 50 kw in 1933 and frequency was changed to 1040 kc in 1941. In 1933 Central Broadcasting Co., Col. B. J. Palmer, president, became owner and operator of WHO. Station's first regularly scheduled broadcast was made April 10, 1924. WHO organized one of the first farm service departments in 1936. It has more than 50 employes who have been with station more than 10 years. In 1948 WHO-FM went on air, and WHO-TV is now in advanced planning stage. WHO has been active in all public service programs including war effort, European aid, and sponsorship of plowing matches and soil conservation field days.

► WBEN-TV Buffalo, N. Y., is planning special variety program in conjunction with its first anniversary May 14.

► John Ademy, associate editor and newscaster on WCAO Baltimore, is now in his third year of broadcasting *Studebaker News*.

► WSUI, U. of Iowa's station at Iowa City, celebrates its 30th year of scheduled broadcasting. Highlight of event will be an open house May 6 and 7.

► George Graves, horticultural authority, began his fifth year on WCOP Boston April 24.

CBC Economy

DRASTIC ECONOMIES are in view for Canadian Broadcasting Corp., according to statement of board of governors chairman, A. D. Dunton, at Toronto, that CBC hasn't enough money to give adequate service on a national basis. Speaking at the Arts Council of Canada on April 21, Mr. Dunton stated that CBC will have to slash its services severely unless more money is provided. He stated that the $2.50 a year license for radio homes is not enough. Last year CBC paid $1,300,000 direct to Canadians for creative work. To keep up that pace, CBC would need listener license fee of $7.50 per radio home to provide three national programs (instead of present two) with French language equivalents. He said television would multiply CBC financial problems five times.

WLWT(TV) Cincinnati has announced number of its sponsors showed gain of 42.2% in March over preceding month. March sponsor total was 57.

AMERICA'S FUTURE

ET Series In Production

AMERICA'S Future Inc., nonprofit, non-political foundation devoted to the preservation of the traditional American way of life and the free enterprise system, has circularized stations offering them a series of quarter-hour weekly transcribed programs, *Americans Speak Up*. Programs, which cost the stations $5 a disc, are available for sponsorship locally.

Each program features Bill Slater as master of ceremonies, interviewing such well-known speakers as Sen. Harry F. Byrd of Virginia; Henry Hazlitt, financial editor of *Newsweek;* Movie Star Robert Montgomery; Maj. Benjamin H. Namm, department store head, and the like, each discussing some aspect of American free enterprise and the need for protecting it against foreign Isms. Series is produced by Laurence Hammond, who has produced *We, the People, America's Town Meeting, Keeping Up With the Wigglesworths*, etc. Six programs are already recorded, with the first 13 scheduled for completion before the series starts June 1.

WCAU-TV Philadelphia has announced ten more advertisers, representing 160 ad periods, highlighted station's business in early April.

Mrs. Gertrude Gentzel
McCann-Erickson, Inc.
New York City

Dear Gert:

Th' fellers wot runs this here WCHS really knows what public service means! They've knowed all along that ever'thin' a good radio station does all day long is public service. It's th' housewife bein' helped with th' dishes and th' cleanin' while she listens t' her soap opreys. It's th' tired businessman iest a settin' in his chair after dinner listenin' ter a mystery. An' it's th' kiddies a laffin' at some o' th things they likes. 'Course, news, forums, and interviews enters in, too. An' ole WCHS with her 5000 watts does 'em all! Yessir, WCHS is a real puplic service station!

Yrs.
Algy

WCHS
Charleston, W. Va.

CORNY?

WIBW advertisers don't think our methods of selling to farmers are corny. Not when they check sales figures in Kansas and nearby states.

WIBW The Voice of Kansas in TOPEKA

FCC Actions

(Continued from page 66)

April 28 Applications . . .

ACCEPTED FOR FILING

AM—1270 kc

KBND Bend, Ore.—CP change from 1340 kc 250 w unl. to 1270 kc 1 kw unl. DA-N.

AM—550 kc

WSVA Harrisonburg, Va.—CP to change from 550 kc 1 kw to 550 kc 1 kw unl. DA-N.

AM—1280 kc

Wythe County Bcstg. Co., Wytheville, Va.—CP new AM station 1340 kc 250 w unl. AMENDED to request 1280 kc 1 kw D.

Modification of CP

WHHM-FM Memphis, Tenn.—Mod. CP new FM station to change ERP to 18 kw, ant. to 411 ft. above average terrain.

WDSU-TV New Orleans—Mod. CP new commercial TV station for extension of completion date.

TENDERED FOR FILING

AM—1450 kc

WJMR New Orleans—CP change from 990 kc 250 w D to 1450 kc 250 w unl.

AM—1020 kc

KEYD Minneapolis—CP to change from 1440 kc 5 kw D to 990 kc 10 kw D.

APPLICATIONS DISMISSED

AM—730 kc

Abe Lapides, Pontiac, Mich.—DISMISSED April 25 applications for CP new AM station 730 kc 1 kw D DA.

AM DELETIONS

AM—1580 kc

KSWN Snowden Radio Enterprises, Winfield, Kan.—DELETED April 28 CP new AM station 1580 kc 1 kw D.

AM—1300 kc

KDXJ Snowden Radio Enterprises, Jennings, La.—DELETED April 28 CP new station 1300 kc 1 kw D.

AM—980 kc

KCUI Snowden Radio Enterprises, Midland, Tex.—DELETED April 28 CP new AM station 980 kc 1 kw D.

Corrections

APPLICATION of John W. Boler for new AM station at Charlotte Amalie, Virgin Islands is for 250 w full time on 1090 kc instead of daytime only as incorrectly reported in BROADCASTING, April 18, 25. Also, new AM application of J. E. Bains trading as Oneonta Broadcasting Co. is for Oneonta, Ala., and not Oneonta, N. Y., as reported April 25. Facilities sought are 1 kw daytime on 910 kc.

PHILLIPS H. LORD production, *Counter Spy*, sponsored by Pepsi-Cola on ABC, received *Magazine Digest* award "for providing good entertainment and effective public service. . . ."

Box Score

SUMMARY TO APRIL 28

Summary of Authorization, Applications, New Station Requests, Ownership

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	1,973	1,924	226	...	422	247
FM Stations	724	315	560	24*	95	29
TV Stations	59	8	113	...	326	180

*8 on air

TV APPLICATIONS

Durham, N. C. — Mary Pickford Rogers, Channel 4 (66-72 mc), ERP 18.5 kw visual, 9.25 kw aural, antenna height above average terrain 500 ft.; estimated cost of construction $208,050, first year operating costs $50,000, revenue undetermined. Mary Pickford Rogers, former screen star, owns 33⅓% Comet Productions Inc., 66⅔% Triangle Productions Inc. and 50% Artists Alliance Inc., all in Hollywood; and 50% of United Artists Corp., New York. Filed April 26.

Winston-Salem, N. C.—Mary Pickford Rogers, Channel 6 (82-88 mc), ERP 18.5 kw visual, 9.25 kw aural, antenna height above average terrain 500 ft.; estimated cost of construction $207,800, first year operating costs $50,000, revenue undetermined. Filed April 26.

Longview, Tex.—East Texas Television Co., Channel 5 (76-82 mc), ERP 0.76 kw aural, 1.0 kw visual, antenna height above average terrain 439 ft.; estimated cost of construction $109,000, first year operating cost $70,000, revenue $70,000. Arlington James Henry, sole owner of applicant, is owner of Bagwells Appliance Store and has considerable real estate. Filed April 28.

Fort Worth, Tex.—Texas Telenet System Inc., Channel 10 (192-198 mc), ERP 25.16 kw visual, 12.58 kw aural, antenna height above average terrain 504 ft.; estimated cost $127,050, first year operating cost $110,400, revenue $54,000. Applicant is corporation of 18 stockholders. James P. Nash, Austin oilman, is president, and Herman Heep, oilman and rancher is vice president. [BROADCASTING, Sept. 6, 1948]. Texas Telenet System Inc. has TV applications pending for Austin, San Antonio and Corpus Christi, Tex. [BROADCASTING, Sept. 6, 1948]. Filed April 28.

Waco, Tex.—Texas Telenet System Inc., Channel 3 (60-66 mc), ERP 5 kw visual, 2.5 kw aural, antenna height above average terrain 511 ft.; estimated cost of contsruction $129,550, first year operating cost $110,400, revenue $54,000. Filed April 28.

AM APPLICATION

North Platte, Neb.—John Townsend, 1010 kc, 1 kw, daytime; estimated cost $21,725.36. Mr. Townsend, sole owner, is engaged in manufacture of electronics equipment. Filed April 26.

TRANSFER REQUESTS

KWHK Hutchinson, Kan.—Transfer of control of KWHK Broadcasting Co. Inc. from C. L. Burt, R. L. Evans, Kenneth W. McCrum, John K. Rickard, Vern Minor and Frank Fee to James E. Murray for $21,000. Transfer of 49% of stock takes effect immediately and original owners retain 51% until approval by FCC of transfer request. Mr. Murray sold KWHK to present owners in 1948, but disagreement among directors retarded payment to Mr. Murray who is buying back station. KWHK is assigned 1 kw daytime on 1190 kc.

K S T B Breckenridge, Tex.—Assignment of license from Robert W. Chapman and Manning L. Trammell d/b as Stephens County Broadcasting Co. to new corporation of same name composed of Robert W. Chapman, secretary-treasurer 40%; Manning L. Trammell, president 40%; Augusta J. Trammell, 10%; M. Elizabeth Chapman, 10%. KSTB is assigned 500 w daytime on 1430 kc.

KMPC Los Angeles, WJR-AM-FM Detroit and WGAR Cleveland—Transfers of control from G. A. Richards to three trustees, Dr. John A. Hannah, L. P. Fisher and Harry J. Klinger. Mr. Richards transfers title and voting rights of 64.6% of stock of KMPC. Family control of WJR-AM-FM is relinquished by his transfer of 28.66%. Mrs. Richards holds 33.73% in WJR. Mr. Richards transfers 71.64% of WGAR to the three trustees. Dr. Hannah is president of Michigan State College, Lansing; Mr. Fisher is vice president of Fisher & Co. and director of General Motors, Detroit; Mr. Klinger is vice president of General Motors and general manager of GM Pontiac Motor Division. Each will receive an annual salary of $5,000 as trustee. Mr. Richards said he plans to retire from active management of his radio interests. All three stations are 50 kw outlets. KMPC assigned 710 kc, WJR 760 kc and WGAR 1220 kc.

KXGI Fort Madison, Iowa—Assignment of license from Willis L. Ashby, Billy M. Barron and John F. Courrier d/b as Hawkeye Broadcasting Co. to A. Orrie Carson for $55,000. Mr. Carson has multiple publishing interests in Chicago and is treasurer and 9% stockholder of KSMN Mason City, Iowa. His wife, Lillian, owns 40% of KSMN. KXGI operates on 1360 kc, 500 w, daytime.

KWCO Chickasha, Okla.—Transfer of control Washita Valley Bcstg Corp., licensee, from George C. Robinson and James B. Quattlebaum, 49.1% each, and Kathryn G. Quattlebaum and Frances J. Robinson, 0.9% each, to C. E. Wilson 49.1%, Bonnie Wilson 0.9%, P. D. Jackson 49.1%, and Jessie Jackson 0.9%. Consideration is $30,000. KWCO is assigned 250 w daytime on 1560 kc.

WMRA Myrtle Beach, S. C.—Transfer of control of Myrtle Beach Bcstg Co., licensee, from Joe C. Ivey, who sells 68 of his 126 shares to P. T. Watson for $6,800 and 58 shares to L. B. Hyman for $5,800. Mr. Hyman who already owns 62 shares, is 24% owner of WDSC Dillon, S. C. Mr. Watson who holds 62 shares, owns 99.8% of WGTM Wilson, N. C. WMRA operates on 1450 kc 250 w unl.

CAA Brews Storm

(Continued from page 23)

maximum would increase at the rate of 100 feet for each mile, up to the 500-foot maximum height.

In addition to these fixed-height limitations, certain "planes" and "slopes" would be established. Towers would not be permitted to extend above these without areonautical approval. These limitations, Comr. Webster said, are "less restrictive than the height limitations . . . except in the immediate vicinity of the airport."

Some industry spokesmen were particularly disturbed by a section of the proposed standards which they construed to impose substantial limits on towers within seven to eight miles of any airport "which may be used" in instrument landings. They felt any airport might, under this provision, be classified as one which "may" be so used.

Royal V. Howard, NAB's director of engineering, declined to discuss the proposals Friday, declaring they are too involved and complex to permit comment without further study.

Need More Time

Others felt industry would not be able to gauge the full effects of the proposals without applying them to sample cities and sample problems—a tedious task for which they felt more time should have been allowed.

In his letter, Comr. Webster described current policy on clearance of towers and tower sites as "unrealistic." This policy, he explained, is to study the aeronautical effects if (1) the tower will exceed an overall height of 150 feet above ground level, or (2) if the antenna is to be located within three miles of a landing area and will exceed an overall height of five feet above ground for each 500 feet of distance from the nearest boundary of the landing area.

He noted that television and FM frequencies require higher towers for adequate coverage and that thus it has been "almost impossible" for an applicant to select a site without prior study of the aeronautical features.

The problem of getting CAA approval of antenna sites has long plagued and delayed broadcasters. Charges of inconsistency have been raised frequently against the CAA. The advisability of making suitability of tower sites one of the issues in hearing cases was put to FCC in a recent proceeding, as yet undecided, while the problem also is due to be aired in forthcoming hearings relating to KOA Denver and WOR New York.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Campbell Music

SIMILAU (See-Me-Lo)

On Records: Peggy Lee—Cap. 15416; Ray McKinley—Vic. 20-3377; Gene Krupa—Col. 38415; King Sampson—Com. 7552.

On Transcriptions: Lenny Herman—Lang-Worth; Jumpin' Jacks—NBC Thesaurus.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
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FIAR UNDERWAY

Unanimity Exceptional

FOURTH Inter-American Radio Conference swung quickly into action last week at the State Dept. in Washington as delegates from 22 countries gathered to work out allocation of frequencies between 10 and 4000 kc.

The FIAR session is combined with the International Telecommunication Union's Region 2 Conference because the same delegates and overlaps in work are involved.

The opening plenary session was held Monday afternoon for FIAR-Region 2. In a spirit of exceptional unanimity the delegates quickly dispatched with the preliminaries of electing officers, approving agendas, organizing committees and naming committee chairmen and other matters. By completing in a few hours what some international conferences require weeks to accomplish, the session was prepared to begin committee work the following day. Sessions are to be completed by mid-June, it is estimated.

Harmony theme was keynoted by James E. Webb, Under-Secretary of State, who said the "world has come to expect from this Hemisphere the encouraging spectacle of efficient collaboration leading to concrete and useful achievement." The sentiment was echoed in behalf of visiting delegates by Col. Helio Costa, chief of the Brazilian delegation.

However, despite the warm feelings expressed at the outset certain of the various countries have been at odds particularly over standard broadcast matters and it is felt these will be major obstacles to overcome when they arise. Although much of the broadcast policy will fall to those revising the North American Regional Broadcast agreement, one issue to be met will be use of 540 kc [BROADCASTING, Feb. 28]. The U.S. has made proposal of limited use of 540 kc while Mexico and Canada already employ the facility.

Other Problems

Other touchy problems reported to possibly cause some friction concern differences of tropical broadcasters and common carriers and whether to re-establish the Inter-American Radio Office, now in Havana.

In general the FIAR-Region 2 conference proposes to revise the previous inter-American radio conventions and regulations within the framework of the Atlantic City Convention of 1947. Resolutions also are to be considered pertaining to compilation of national station lists and their submission to the Special Administrative Conference called for October 17 in Geneva [BROADCASTING, April 18]. The SAC will prepare the first edition of the International Frequency List.

The three previous inter-American conferences were Havana, 1937, Santiago, 1940, and Rio de Janeiro, 1945.

J. Paul Barringer, chairman of the U. S. delegation and deputy director, Office of Transport and Communication, State Dept., was unanimously elected chairman of the FIAR-Region 2 Conference. Vice chairmen elected were Antonio Pastrana, head of the Mexican delegation, and Rafael J. Milans, head of the Uruguayan delegation.

Bodet Lauds Radio

Gerald C. Gross, assistant secretary general of ITU and who acted as temporary chairman to initiate the conference, was named secretary. Mr. Gross read the following telegram from Torres Bodet, director general of the United Nations Economic, Social and Cultural Organization emphasizing the importance of radio in world affairs:

On the occasion of the opening of the Fourth Inter-American Radio Conference I am happy to send to you and all the delegates the greetings and good wishes of UNESCO. Radio broadcasting by its very nature has a decisive role to play in educating the peoples of the world and in promoting understanding between them. In insisting on this twofold mission UNESCO voices the aspirations and endeavors of all men of goodwill in a world whose essential intellectual and moral solidarity radio must help to make into a reality.

Your Conference affords great opportunities to serve a vast region of the world which has given much and has much to give to the common welfare of mankind. I am happy that the high responsibilities of radio in the World Frequency Broadcasting Conference in Mexico City in adopting at UNESCO's suggestion the special resolution calling on all nations to use high frequency broadcasting in the service of peace. Ours is a world in which the peoples can talk directly to each other through the ether. It is the fervent hope of UNESCO that this discourse of the peoples be undistorted and eloquent for peace and human welfare.

FIAR includes all of the countries within the areas of North and South America while Region 2 also includes Greenland and the European colonial possessions in South America. In addition to the countries who sent delegates, there are observers at the conference from the United Nations, UNESCO, International Air Transport Assn., International Civil Aviation Organization and International Frequency Registration Board.

The U. S. delegation includes following:

DELEGATES: J. Paul Barringer, deputy director, Office of Transport and Communications, State Dept. (chairman of delegation); Harvey L. Otterman, associate chief, Telecommunications Division, State Dept. (vice chairman of delegation); Albert L. McIntosh, chief, Frequency Allocation and Treaty Division, FCC (vice chairman of delegation).

ADVISERS: Lt. Comdr. Martin D. Berg, USCG; William J. Carnahan, Bureau of Economic Regulation, CAA; Marshall C. Davie, Office of Chief Signal Officer, Army; I. M. Durgin, chief, Conference Information Branch, Frequency Allocations and Treaty Division, FCC; John R. Evans, assistant chief, Aviation Division, FCC; Brig. Gen. Ivan L. Farman, deputy director of Communications, Air Force; Lt. Col. James D. Flashman, chief, communication liaison branch, Directorate of Communications, Air Force; Lieut. Melvin Eugene Fox, Navy; Thomas N. Gautier, Central Radio Propagation Lab., National Bureau of Standards; Ralph L. Higgs, Office of Chief of Division of Synoptic Reports and Forecasts, U. S. Weather Bureau; Lt. Col. Clinton W. Janes, Office of Chief Signal Officer, Army; Joseph M. Kittner, assistant to general counsel, FCC; Arthur L. Lebel, assistant chief, Telecommunications Division, State Dept.

George MacClain, chief, Marine, Operator and Amateur Branch, Safety and Special Services Division, Bureau of Law, FCC; Richard T. Manhardt, chief, mobile communications section, Office of Federal Airways, CAA; Capt. Donald E. McKay, USCG; Donald L. Mitchell, chief, Technical Branch, Aviation Division, FCC; Comdr. John R. Moore, Office of Chief of Naval Communications; Curtis B. Plummer, chief, Television Division, FCC; Edmond V. Shores and Lloyd H. Simson, Office of Federal Airways, CAA; George V. Stelzenmuller, FCC engineer; Edwin Lee White, chief, Aviation Division, Engineering Bureau, FCC.

INDUSTRY ADVISERS: John S. Anderson, vice president, Aeronautical Radio Inc., Washington; Theodore L. Bartlett, coordinator of aviation activities, RCA New York; A. L. Budlong, secretary and general manager, ARRL West Hartford, Conn.; A. F. Childs, radio engineering section, AT&T New York; J. E. Durkovic, Aeronautical Radio Inc.; Robert V. Howley, president, Tropical Radio Telegraph Co., Boston; John Huntoon, assistant secretary, ARRL; C. M. Jansky Jr., consulting radio engineer, Lake Carriers Assn., Washington; James A. Kennedy, vice president, American Cable and Radio Corp.; Fred E. Meinholtz, director, Press Wireless Inc., Washington; C. A. Petry, Aeronautical Radio Inc.; Edward C. Phillips, director of telecommunications, National Federation of American Shipping; Forney A. Rankin, international advisor to President Justin Miller of NAB; John J. Renner, consulting radio engineer, Lake Carriers Assn; T. I. Rogers, radio engineering section, AT&T; Francis M. Ryan, AT&T engineer; Raymond Simonds, assistant manager, Washington office, RCA Frequency Bureau.

WWJ CHANGES

Walbridge and Parmalee Among Four Promoted

APPOINTMENTS of Willard Walbridge as general sales manager of WWJ WWJ-FM WWJ-TV Detroit and Wendell Parmalee as sales manager of WWJ and WWJ-FM were announced last week by Harry Bannister, general manager of the *Detroit News* stations.

Mr. Walbridge, sales manager of WWJ-TV since 1946, succeeds Harry Betteridge, who announced his resignation effective May 15 [BROADCASTING, April 25]. Mr. Betteridge is resigning to become a partner in the William I. Denman Inc., Detroit advertising agency. The firm will henceforth be known as Denman & Betteridge Inc.

Mr. Parmalee was formerly assistant sales manager of WWJ and WWJ-FM.

Mr. Betteridge joined WWJ in 1935 as local salesman, advancing to eastern representative in 1936 and to assistant sales manager two years later. In 1939 he joined George P. Hollingbery Co., national representative firm. He returned to WWJ in 1941 and was named sales manager, succeeding Mr. Bannister who became general manager.

Two other appointments also were anonunced by Mr. Bannister last week. Don DeGroot, formerly station manager of WTAC Flint, Mich., was named program manager of WWJ and WWJ-FM, succeeding Stanley Swales, who was appointed night manager of the AM-FM-TV operations.

Mr. Walbridge

Mr. Betteridge

Mr. Parmalee

Mr. DeGroot

MAULSBY NAMED

CBS Manager of Broadcasts

GERALD F. MAULSBY, for the past year CBS assistant director of public affairs, has been named manager of broadcasts for the network. He assumes the principal duties formerly performed by William H. Fineshriber, Jr., newly-appointed director of operations (see story page 28.)

Mr. Maulsby

Mr. Maulsby joined CBS in 1934 in what is now the network operations division, becoming division director in 1939 and assistant to the director of broadcasts in 1942.

In March 1943 he joined the Office of War Information serving in its broadcasting activities in London. In 1944 he was assigned to psychological warfare division of SHAEF and became chief of the radio division. He later went to Germany as chief of the radio section of information control division of USFET. There he headed German broadcasting in the American zone.

Returning from overseas in May 1946, Mr. Maulsby was named assistant to the director of public affairs, becoming assistant director in 1948.

At Deadline ...

RENEWALS GRANTED 24 STATIONS BY FCC

RENEWALS of license granted by FCC Friday to 24 AM stations and licenses of 17 other outlets were extended on temporary basis.

KSFO San Francisco, whose license was asked not to be renewed by athiest Robert H. Scott for its failure to give him time to answer religious programs, was given renewel for regular period without mention of Scott petition [BROADCASTING, April 25]. Clean slate similarly given WMC and WREC Memphis by regular renewals despite unmentioned pendency of complaint by Barney B. Taylor alleging equal time not given to answer broadcast on racial segregation.

License of WMT Cedar Rapids placed on temporary extension to Sept. 1 pending "receipt of requested information." WQUA Moline, Ill., has filed complaint charging WMT with inducing CBS not to affiliate with WQUA [BROADCASTING, April 4]. Temporary extensions also given Westinghouse Radio Station Inc. developmental stations W10XWA-B-C-D-E and General Electric Co.'s W2XSO to Sept. 1 pending study of qualifications in light of Jan. 19 decision in U. S. District Court of New Jersey in U. S. v. General Electric et al, anti-trust suit.

Renewals granted by FCC:

For regular period—KSFO San Francisco; WMC and WREC Memphis. For period ending May 1, 1952—WMAL Washington; WPIC Sharon, Pa.; KLAC Los Angeles; KLZ Denver; WIAC San Juan, P.R.; WOOF Dothan, Ala.; WNAX Yankton, S.D.; WTMJ Milwaukee; WSYR Syracuse; KECA Los Angeles; KFQD Anchorage; KGFX Pierre, S.D.; KLEE Houston; KOH Reno; KTSA San Antonio; WGTM Wilson, N.C.; WKAQ San Juan, P.R.; WSAV Savannah, Ga.; WSJS Winston-Salem, N.C.; WVLK Versailles, Ky.; WCAX Burlington, Vt.

Temporary license extensions granted:

For 30 days—WJBW New Orelans. For period ending Sept. 1—WKTY LaCrosse, Wis.; KVI Seattle; WMCA New York; WMT Cedar Rapids; KNGS Hanford, Calif.; KFAR Fairbanks, Alaska; KENI Anchorage, Alaska; KCSJ Pueblo, Col.; WIRC Hickory, N.C.; KFRC San Francisco; KVMA Magnolia, Ark.; WVNJ Newark, N.J.; KXXX Colby, Kan.; WCHS Charleston, W. Va.; WPDQ Jacksonville, Fla.; WROL Knoxville, Tenn.; WQQW Washington.

Memphis dispute arose in January 1948 when Mr. Taylor asked time to answer broadcast of Mayor Pleasants arguing for segregation of Negroes and whites at ceremony to welcome Freedom Train. AVC refused offers of time equal only to that portion of mayor's talk on controversy. FCC letter to stations April 14 asked more data and future policy plans, stating: "It doesn't appear from the following that the station has presented a well-rounded treatment of the subject affording a fair opportunity for the presentation of all sides of the controversy."

McDERMOTT PROMOTED

TOM McDERMOTT, radio production supervisor at Benton & Bowles, New York, promoted to assistant to Walter Craig, vice president in charge of radio and television. Mr. McDermott will direct all radio productions for agency. Ralph S. Butler Jr., formerly with Willard Pictures, joined Benton & Bowles as a radio director.

RCA CUTS TUBE PRICES

RCA Tube Dept. announced Friday $200 reduction in price to stations of its 5671 power triode for 50 kw AM transmitters. New price, effective today (May 2), is $1,225. Prices of several other broadcast tubes also being reduced today. These are: 9C22, 891-R, 892-R, 5592 and 889-RA.

KGA ASKS 50 KW ON WBZ'S 1030 KC CHANNEL

KGA Spokane, Wash., petitioned FCC Friday for special service authorization to operate with 50 kw on 1030 kc, 1-B clear channel on which WBZ Boston is only fulltime station. KGA, ABC outlet, is now on 1510 kc with 50 kw.

Petition noted that 1030 kc is technically 1-B channel but is being used as 1-A since KOB Albuquerque, although assigned to that frequency, is and for years has been operating on 770 kc with SSA because of interference with WBZ. Failure to use 1030 kc fully is "manifest violation" of FCC Rules, KGA contended.

Station claimed Pacific Northwest is "most logical location" for ultimate additional use of 1030 kc. By using directional, KOB would be able to protect both WBZ and KGA in event KOB is returned to 1030 kc, KGA continued, promising in return to protect KOB. Use of nighttime directional by KGA will protect WBZ adequately, station said. Operation on 1030 kc, KGA asserted, will permit service to areas not reached by present 1510 kc operation and to 45,667 persons who receive no daytime service from any station and 21,893 who receive none at night.

FALL-WINTER RATINGS ANNOUNCED BY HOOPER

ACCORDING to 1948-49 (fall-winter) C. E. Hooper Inc. Hooperade of Stars, following programs led in popularity by category:

News commentator, Walter Winchell 25.7. Plays, Lux Radio Theatre 25.1; Variety, Jack Benny 24.4. Evening dramatic skits, My Friend Irma 19.9. Audience participation, Stop the Music 17.9. Mystery, Mr. District Attorney 16.8. Male singer, Bing Crosby 14.3. Evening popular music, Your Hit Parade 13.4. Female Singer, Club 15 (Margaret Whiting) 10.1. News reporter, Edward R. Murrow 8.5. Concert music, Telephone Hour 7.2. Children's program, Lone Ranger 10.8. Weekday serial, Ma Perkins 8.5. Daytime dramatic skits, Grand Central Station 8.1. Weekday variety, Arthur Godfrey (10:30-11:30 a.m.) 7.8 Sports, Bill Stern 7.8. Weekday audience participation, Grand Slam 7.0.

Radio Theatre, with rating of 21.9, led first 15 Hooperating April 30 report, Walter Winchell and Fibber McGee & Molly in second place tie with 19.8 and My Friend Irma third with 19.4.

TV MEETS LAW

WGN-TV Chicago newsreel and special events men called to States Attorney's office preparatory to being subpoenaed in robbery case. Station said to have televised defendant giving confession. Defense contends he confessed under duress and was given beating. Prosecution considering showing newsreel film of confession signing. Slated for subpoena are Gene Filip, Hal Lansing and Leonard Bartholomew. Confession also on *Mutual Newsreel* via tape.

LANE LEAVING REXALL TO JOIN McCANN-ERICKSON

THOMAS H. LANE, Rexall Drug Co. vice president in charge of sales promotion and advertising, resigns June 1 to join New York office of McCann-Erickson as vice president. He will be assigned general executive duties, and be member of agency's advisory committee.

Prior to joining Rexall in 1946, Mr. Lane was director of advertising, press and radio for U. S. Treasury Dept., where he directed the expenditure of almost $100 million worth of advertising on war bonds sales. Before that, he was with New York *Herald Tribune*, WOR New York and Young & Rubicam.

NAB MANUAL DESCRIBES TV PLANT CONSTRUCTION

FORMULA for construction cost estimates of proposed TV plants is presented in fourth chapter of *Television, a Report on the Visual Broadcasting Art* published by NAB. Cooperative study by NAB staff is edited by Charles A. Batson, who spent six months on project.

New chapter deals with site selection, size and design of plants, tower heights and locations and other facilities. Discussion of lighting goes into types, amounts and placement of lights, in non-technical terms. The Batson two-by-four formula chart used in previous chapters is reapplied to plant construction costs.

LUX TOPS PULSE

PULSE March-April report for New York, Philadelphia, Boston, Chicago, Cincinnati areas showed *Lux Radio Theatre* first with 23.9 rating, Jack Benny second with 21.8 and *Fibber McGee & Molly* third with 19.8. Other evening programs in top ten were Walter Winchell 19.1; Bob Hope 18.2; *Godfrey's Talent Scouts* 17.9; *Amos 'n' Andy* 16.8; *My Friend Irma* 15.9; *Inner Sanctum* 15.3; *Mr. District Attorney* 15.1.

Closed Circuit

(Continued from page 4)

qualified endorsement of Chairman Edwin C. Johnson of Senate Interstate & Foreign Commerce Committee. While Sen. Johnson has not talked with President, he understands reappointment will be forthcoming prior to June 30 expiration and predicts confirmation.

CHANCES dim for inclusion of FM or TV question in 1950 decennial census. Final field test to be conducted in mid-May in South Carolina county and section of Atlanta expected to have radio ownership question on one out of five questionnaires.

ALTHOUGH (perhaps because) chances of extensive use of 540 kc in this country seem remote, movement to get 530 kc added to broadcast band reportedly in planning stage. Hitch is that it's demands for protection of 535 kc military operations which will limit U.S. use of 540 kc. If military won't relent on that, skeptics doubt it can be persuaded to let broadcasting take over 530 kc.

TELESPOTS Inc. currently bidding on $220,000 worth of open-end film commercials for prospective TV advertisers, an increase of 100% in past two months, according to president Ralph Cohn.

ALTHOUGH FCC Chairman Wayne Coy will head delegation to International Telegraph and Telephone Conference which gets under way in Paris this month (see page 28), it's likely he will return to Washington about mid-June to participate in Commission business and then fly back to Paris for conference windup. If he also attends unrelated sessions in London to complete Bermuda Telecommunications Pact, he may not return to U.S. until mid-August.

MANY APPLICANTS may be in for delays at FCC as result of NARBA's expiration. Commission hasn't decided how to act on applications that would exceed NARBA-imposed limits for protection of stations in other countries. U.S. policy is to proceed as if nothing had happened to NARBA, pending new negotiations this fall. But some authorities can't see "public interest" in denials based on non-compliance with something that's nonexistent.

... only through EXPERIENCE

Will your new product really sell? Only through experience will you learn whether your product is right... your package appealing . . . your selling theme effective. And WLW-land is the ideal place to test and gain that invaluable experience.

For WLW-land is the proving ground of the Nation.

You'll find a true cross-section of America in WLW's Merchandise-Able Area. Here, in parts of seven states, are nearly 14 million persons — in great cities and tiny hamlets, in country houses and cottages. These millions typify the people of our Nation, for they come from every walk of life, from every income bracket. So if an advertising campaign will work in WLW-land, it's pretty sure to be effective anywhere in America.

Many sales problems have been brought to WLW. And when at all possible, manufacturers and advertising men have received help. But the assistance provided has not been merely time-on-the-air. WLW's service goes deeper. The Nation's Station has facilities unrivaled by any other radio station in the country, plus manpower, plus a "know-how" peculiar to its territory.

Yes, WLW-land is the ideal proving ground for new ideas, products, packages and techniques. And WLW—with its unequaled facilities—can help you gain the experience you need to reach ... *and sell* ... consumers.

Do *you* have a sales problem? The Nation's Station will be glad to help you solve it soundly.

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

Crosley Broadcasting Corporation